SPEED ZONE MASTER PLAN

INTRODUCTION

Acknowledgements

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PURPOSE OF MASTER PLAN

Indianapolis Metro Area

The Speedway Redevelopment Commission (SRC) was authorized under the Indiana law as a result of actions of the 2005 Indiana Legislature. The SRC officially began its organizational activity on July 1, 2005, and since that time, the SRC has conducted a series of public meetings to discuss a broad range of issues related to the role, activities, and projects of the SRC in pursuit of redevelopment within the Town of Speedway.

The SRC undertakes its role in the community in accordance with Indiana statutes and with the following stated goals for all its redevelopment efforts:
- To restore economic growth to the property tax base of the Civil Town of Speedway
- To eliminate urban blight within the Civil Town of Speedway

- To encourage reinvestment and property improvement within the Civil Town of Speedway
- To enable the Civil Town of Speedway to capture new jobs, as well as retain existing jobs by being economically competitive in the central Indiana marketplace
- To encourage and stimulate economic development in the Civil Town of Speedway
- To stabilize and protect property values within the Civil Town of Speedway, including residential, commercial, and industrial property
- To generate redevelopment in a manner that overcomes – to the extent possible – the limitation of old designs, layouts and development standards in order to redefine the Civil Town of Speedway as a 21st Century community, which simultaneously recognizes its heritage and embraces its future.

In September 2005, the SRC adopted the Redevelopment Plan and Strategy: Main Street & Motorsports Campus Redevelopment Area. This plan laid out the boundaries and focus for Redevelopment Area No. 1, now referred to as the Speed Zone. The original plan found that the Town of Speedway is landlocked and cannot grow through annexation or greenfield development. Because of this lack of development, the Town of Speedway must turn to redevelopment as a means of ensuring its future economic viability and controlling the cost of government for its citizens. It is acknowledged by the SRC that redevelopment is one of the most difficult and sensitive forms of community development and, therefore, must address growth through careful planning and a long-term commitment to change for the betterment of all of Speedway. Unless there is substantial economic reinvestment within the Town of Speedway, the economic future of the community and prosperity of its citizens is threatened. It was on this premise that the Town of Speedway established the Speed Zone Redevelopment Area.

The original redevelopment plan for the Speed Zone also established a number of strategic elements to be considered as the SRC moved forward with redevelopment
- Redevelopment of thoroughfares as a primary market advantage, including the potential development of light rail connecting Speedway to the airport and to Downtown Indianapolis
- Develop relationships with existing industries and present incentives
- Identify target industries to be expanded or recruited
- Commercial redevelopment of target areas such as Main Street and 16th Street
- Industrial redevelopment of target areas

The plan outlaid a number of potential redevelopment projects to be undertaken. These projects included:
- Land acquisition and assembly of parcels for redevelopment

"Make no little plans; they have no magic to stir men's blood. Make big plans; aim high in hope and work."

~ Daniel Burnham

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- Ensuring appropriate utilities and public infrastructure for redevelopment such as adequate sewers, stormwater, and transportation routes
- Adequate code enforcement for development control
- Consideration of all proposals for redevelopment

The Speed Zone Master Plan: A Bold Vision Then… A Bold Vision Now.

In the early 20th Century, a small group of visionaries, such as James Allison and Karl Fisher, laid out a bold vision for a number of businesses, which in their time, was a leap of faith in new technologies that many did not see as great investments. Today Allison Transmissions, Praxair, and the Indianapolis Motor Speedway stand as a testament to their planning and foresight. This bold vision served Speedway well for almost a century. In May 2006, the SRC engaged American Structurepoint with the task of developing an overall development master plan for the Speed Zone. The purpose of the master plan was to develop a vision for development, the strategies necessary for successful development, and a roadmap for implementation. American Structurepoint and the SRC laid out a year-long planning process that included extensive public input to develop a vision and plan for the Town of Speedway that represented the wants, needs, and dreams of its citizenry. Through the extensive public input, numerous focus groups, workshops, interviews, meetings, late nights, and early mornings has emerged a "Bold Vision" for Speedway's next 100 years.

SITE ANALYSIS SUMMARY

There are several positive attributes that exist in the Speed Zone. There are several views into the Speed Zone from the adjacent roads and surrounding uses. The entire length of Main Street provides good views of the street and is a positive attribute for Main Street businesses. The northern portion of Main Street is clean and well maintained, creating good urban conditions. The two major entry/exit nodes for the Speed Zone are at the Crawfordsville Road and Georgetown Road intersection and the sunken bridge on the northeastern boundary of the Speed Zone along 16th Street. This provides the Speed Zone with opportunities for creating dynamic entry and exit features to both the Speed Zone area and the Town of Speedway. The major weakness currently for the Speed Zone is the over abundance of industrial use along Main Street. This creates an uninviting atmosphere for pedestrians along Main Street that adversely affects Main Street businesses. Secondly, the Town of Speedway is "land-locked" and cannot expand. In addition, there is no vacant land left in the town to attract new development.

DEMOGRAPHICS SUMMARY

The population of Speedway has remained relatively constant over the years. According to the US Census Bureau and Claritas, the population in 2000 was 12,881, and it is estimated to have decreased slightly in 2005 to 12,744. By 2010, it is anticipated that by 2010, the population will increase only slightly

The Town of Speedway is "land-locked" and cannot expand.

to 12,604, which also parallels the trend expected for Indianapolis. Significant statistics are outlined below and are discussed in detail later in the study.

Ethnicity
- White - 83%
- African American - 11%
- Hispanic or Latino - 3%
- Other - 3%

Education
- High School graduates - 88%
- Bachelor's degree or higher - 22%

Age
- Median age - 37
- Age 65 or older - 17%

Housing
- Units - 2,782
- Median Value - $98,700
- Owner-occupied - 47%
- Units built before 1960 - 70%
- Average household size - 2.08 persons

PLANNING PROCESS

The redevelopment process was started by the Speedway Redevelopment Commission (SRC) over a year ago with the wish to improve economic opportunities within and around Speedway's Main Street corridor and existing industrial area. The SRC contracted with American Structurepoint, Inc., formerly know as American Consulting, Inc., to guide them through a strategic planning and design process to create a master plan and redevelopment strategies for the redevelopment area. The purpose of the plan and strategies were to:

o Provide a new vision for the area
o Attract new business investment
o Improve the quality of life and entertainment options for Speedway residents
o Improve experience and entertainment options for Indianapolis Motor Speedway visitors

SPEED ZONE MASTER PLAN

The branding name and logo used throughout the process

Invitation to "Carburation Night", the kick-off meeting for the public participation process

Initial Stakeholder Meetings

Speed Zone Carburetion Kick-off *October 12, 2006*

Stakeholder Focus Groups

Speed Zone Design Charrette & Workshop *November 16-18, 2006*

Action Planning Taskforces

Intro the Back Stretch -Speed Zone Master Plan Unveiled *June 19, 2007*

Public Hearing *July 23, 2007*

| Plan Organization | Market Analysis & Area Profile | Visioning for the Development Plan | Action Planning & Development Strategies | Plan Finalization | Implementation & Evaluation |

Public Relations & Communications Planning
Stakeholder Planning
Review of Past Plans and Studies
Initial Development Regulations
Site Inventory
Customer Profile and Consumer Preference Survey
Market Analysis
Final Market Analyst Report
Preliminary Design Recommendations
Preliminary Concept Plan
Final Development Regulations
Final Concept Plan
Draft Action Plans
Final Roadway Alignments
Traffic Forecasting/Operations Analysis
Utility Relocation Planning Coordination
Cost Analysis
Prioritization of Draft Action Plans
Coordination with Town/DMD/MPO and other Agencies
Initial Draft Plan
Plan Review and Finalization
Adoption Process
Review Training
On-call Implementation and Assistance

July 2006

July 2007

The planning process has included:
- o Detailed master land-use plan
- o Streetscaping
- o Architectural guidelines
- o Development and attraction strategies
- o Strategies for business cooperation and financing
- o Public participation strategy
- o Public relations strategy
- o Stakeholder engagement

Phase I

Speedway Steering Committee

An initial step in the planning process was creating a steering committee that represented different stakeholder groups that were vested in the project. These stakeholders were asked to sit on the steering committee as representatives of the community. The Committee's main tasks were to help identify issues relevant to the redevelopment area, formulate policies, goals and objectives of the master plan, provide direction in the planning process, make decisions on content and have review of the master plan, and to be the leaders in plan implementation.

The Speed Zone Brand Name

A strategic marketing task for the planning process was to create an identity for the redevelopment area and the planning process. The first major piece of business for the steering committee was identifying the redevelopment area with a branding name to be used throughout the planning process. "Speed Zone" was chosen by the SRC and was soon publicly recognized as the community's effort for redevelopment.

Carbueration Kick-Off Meeting

The initial public meeting, the Speed Zone Carburetion Kick-off, was held October 12, 2006 to introduce the Speed Zone redevelopment effort

to the public. With over 200 people in attendance at the Speedway High School Auditorium, the initial public meeting addressed the planning process, the importance of Main Street, and provided an opportunity for questions and answers from the audience. This meeting was the first of many public participation gatherings where the community was introduced to the entire plan and was able to take ownership of the plan. Furthermore, the community was ultimately involved in plans for the future of Speedway and the shape it plans to take.

Citizens participate in the Speed Zone Design Workshop

Phase II

Site Analysis

A site inventory was conducted by the American Structurepoint staff to analyze existing structures and conditions within the redevelopment area. The analysis outlined existing conditions in the area that were deemed significant to incorporate or rehabilitate and issues within the site that needed to be addressed in order to improve the value, aesthetics and character of the area.

Consumer Preference Survey

To fully understand local market trends of those living in and around Speedway and to further engage public participation, a consumer preference survey (both English and Spanish survey versions) was sent to 4,361 residents of Speedway and those living in a close proximity to the town. Twelve percent of the surveys were returned and recorded to analyze strategies to better target a retail, housing, and business mix that will offer more products and the right shopping, working, and living environment that consumers around Speedway are demanding. The input gathered from the survey has helped ensure local businesses are meeting the community's needs and have helped form goals and strategies for economic development that will benefit everyone.

Phase III

Speed Zone Design Workshop

Over 200 residents and interested citizens attended the 3-day design workshop, November 16th to 18th, 2006 at the Brickyard Crossing Resort. The community was invited to attend this workshop where planning and architecture students from Ball State University and staff from American Structurepoint sketched plans and character drawings for the redevelopment area based on community input. Over 50 personal interviews were recorded from residents who attended the workshop and over 13 focus groups met to record the visions that each individual and group had for the redevelopment area. Based on these visions, three conceptual plans were produced, each displaying different design and character elements for the redevelopment area.

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Phase IV

Goals, Objectives and Action Plans

Goals and objectives were formulated along with time lines and an outline illustrating how each goal would be accomplished. The action plans incorporated objectives derived from community input collected from the various public participation functions, needs, and desires of stakeholders, and concepts for the master plan. Seven main goals were created, each with their own subsequent objectives. These objectives each contain their own plan and time line for implementation. This action planning phase attempts to lay out the framework in which a program can be implemented that addresses the needs, dreams, and goals of the redevelopment plan.

Phase V

Speed Zone Winner's Circle Fair – Master Plan Unveiling

Elements from each of the three concepts designed by Ball State University architecture and planning students were examined by the public at Dawson's on Main, Charlie Brown's, and the Speedway Library. The public commented on each concept. Input from the public, stakeholders, and Steering Committee, a master plan was created as a visual guidance to the goals set forth by the Speedway community.

Phase VI

Implementation and Evaluation

The implementation and evaluation phase involves major public participation in order to carry out the action plans that were laid out in the plan. Many elements of the plan will be presented to the Indianapolis Department of Metropolitan Development and the Indianapolis Metropolitan Planning Organization for consideration and implementation.

PUBLIC PARTICIPATION

The public participation process used for the Speed Zone Master Plan outlined five main goals. These goals included:
- o Awareness
- o Education
- o Input
- o Interaction
- o Partnership

The public participation process used various participation methods from direct mailings, the web, and presentations to workshops, stakeholder engagement, and surveys to engage the public.

Steering Committee

An 18 member steering committee was appointed by the Speedway Redevelopment Commission. The members of the committee represented various interests and stakeholders in the redevelopment process. The members also

Attendees view the informational displays at the master plan unveiling

Information about the Speed Zone and process was availabe on the Speedway Redevelopment Commission website

acted on behalf of the public interest and were key decision makers on the final contents of the Speed Zone Master Plan.

Public Meetings

Three public meetings were held for public engagement. The first meeting in October 2006, Carburation Night, was a chance for the public to obtain knowledge about the redevelopment process and be introduced to the Speed Zone. The second meeting was The Speed Zone Work Zone, a 3-day design workshop that allowed the public to participate in focus groups and be interviewed about their vision for the Speed Zone. These individual visions were used in the development of three concept plans completed at the end of the workshop. Comments were taken on each of the concepts following the workshop to help shape the Speed Zone Master Plan. Finally, the third public meeting in June 2007, unveiled the final master plan to the attendees and allowed the public to provide written comments about the physical plan and other supporting elements.

Consumer Preference Survey/Market Analysis

The public also aided in the planning process through their participation in a consumer preference survey. The completed surveys were used to help gauge the market demand for various consumer goods and the appropriateness of those retail outlets to be located in the Speed Zone. The market gap identified through the market analysis can be taken advantage of by Speedway and the Speed Zone to increase expenditures in the area.

Website

Finally, the public was able to obtain information about the Speed Zone and the process through visiting the Speedway Redevelopment Commission website, obtaining direct mailings, and participating in stakeholder meetings were held throughout the planning process.

TRANSPORTATION

16th Street Relocation
The relocation of 16th Street includes two multi-lane roundabouts:
- At Crawfordsville Road and Main Street
- At Holt Road

Holt Road Extension
An extension of Holt Road is proposed to provide:
- A new north-south arterial roadway – something that is currently lacking on the west side of Indianapolis
- A realignment of Holt Road from south of 10th Street to relocated 16th Street, to improve access to the Speed Zone and circulation within the area.

Circulation Improvements
Improve overall circulation by:
- Directly linking Main Street with both 16th Street and Crawfordsville Road
- Constructing Gilman Street between Main Street and Polco Street

Georgetown Road Traffic
To accommodate a portion of displaced traffic from closing Georgetown Road (south of 25th Street), the following are proposed:
- A "smoothed" realignment connecting Lynhurst Drive and Moeller Road
- A new curved roadway is proposed to link 25th Street and Georgetown Road.

Allison Transmission Improvements
Consolidating the operations of the Allison Transmission facility will:
- Vacate Grand Avenue south of 10th Street to north of North Street

Transit Integration
Linking the Speed Zone into the future Indianapolis regional rapid transit network through:
- Creating a transit center linking multi-use trails, automobiles, and busses to the rapid transit route
- Ensuring bus facilities and linking Speedway into the fixed-route system through a local community circulator

Alternative Transportation Options and Walkability
Staying true to the historic pedestrian friendly nature of Speedway by:
- Creating a network of multi-use trails that will be linked to the regional trail network along Crawfordsville Road and the current B&O railroad right-of-way.
- Ensuring sidewalks are developed throughout the Speed Zone
- Improving pedestrian safety at major intersections through the use of round-a-bouts and pedestrian refuges in center medians
- Alternative pedestrian crossing options for 16th Street/Crawfordsville Road including pedestrian tunnels and/or overhead pedestrian bridges.

TRANSPORTATION

A major strategy for the redevelopment of the Speed Zone is improving the economic viability of the area through improved transportation accessibility. Although the primary emphasis of the original strategy was on road thoroughfares and access to downtown via rapid transit, through the planning process it became readily apparent that alternative transportation options such as walking, cycling, and integration with public transportation were important transportation issues to be addressed. It was pointed out in several public meetings that Speedway has been historically walkable, although through the site analysis it is apparent that is not the case within the Speed Zone currently. The master plan lays out an integrated strategy for transportation that not only addresses major accessibility by road, but also for all modes of transportation.

IDENTIFICATION OF NEEDS

A subarea transportation plan conducted for the Indianapolis Metropolitan Planning Organization and the Town of Speedway identified a number of transportation issues that were having, or will soon have, a negative impact on the Speed Zone. These impacts include reduction in economic vitality due to lack of regional accessibility, future increases in traffic resulting in major areas of congestion, and lack of connection with current and future public transportation opportunities. Further studies conducted by American Structurepoint have underlined these findings and identified transportation infrastructure improvements as a critical strategy for successful redevelopment of the Speed Zone.

Existing conditions and needs identified by the Subarea Transportation Study and further studies by American Structurepoint include:
- Holt Road provides a good connection to I-70, but its current terminus and lack of northward completion makes it unable to function as a needed north-south arterial.
- Crawfordsville Road provides direct access to I-74 and I-465 and is projected to carry 35,000 average daily traffic (ADT) by 2030.
- The intersection of 16th Street, Crawfordsville Road, and George-town Road has an awkward geometric configuration making it potentially dangerous for pedestrians and vehicles. Furthermore, traffic projections show this signalized intersection's functionality (LOS) will be severely degraded by 2030 resulting in major congestion.
- Main Street, a major target for redevelopment, has been isolated from the main transportation thoroughfares resulting in low ADT, which is detrimental to retail and business development.
- The continuing evolution of the historic Indianapolis Motor Speedway as the world's pre-eminent venue for motorsports, are resulting in a need to reconfigure, realign, or close roadways to preserve the economic viability of this national icon. Furthermore, the IMS safety

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The B&O rail corridor has been identified as a potential regional rail trail corridor linking Downtown Indianapolis with Hendricks County and points west.

committee that consists of representatives of local, state, and federal law enforcement agencies has determined that the close proximity of major thoroughfares to the grandstands is a potential threat to the safety and welfare of IMS visitors. Although the IMS only hosts three major events annually, the grandstands are utilized six to eight weeks during the year for race and pre-race events.

- As the Speed Zone develops, better internal circulation will be needed to facilitate traffic and pedestrian flow within the Speed Zone.
- Additional parking facilities will be needed as the Speed Zone develops to accommodate rising demand.
- The B&O rail corridor has been identified as a potential regional rail trail corridor linking Downtown Indianapolis with Hendricks County and points west.
- The current DiRecTionS study being conducted by the Indianapolis Metropolitan Planning Organization has identified possible rapid transit connections that may include utilization of the railroad tracks just east of the Speed Zone.
- Security buffering, worker safety, and improved productivity are important for the continuing successful operations of Allison Transmissions at their current facilities. The need to improve internal workflows, as well as provide additional protection for sensitive operations through realignment or closure of thoroughfares is needed.

TRANSPORTATION ELEMENTS

TRANSPORTATION IMPROVEMENT RECOMMENDATIONS

THOROUGHFARE IMPROVEMENT RECOMMENDATIONS

16th Street Relocation

To address safety/security concerns and create a unified campus for the Indianapolis Motor Speedway, necessary for continuing viability as a racing venue, it will be necessary to realign 16th Street southward. This project includes relocating 16th along the abandoned railway corridor to a point near Little Eagle Creek, then northeasterly to tie back into existing 16th Street just west of the CSX rail overpass structure. Included in this project are a roundabout at the 16th Street intersection with Hulman Memorial Way (Crawfordsville Road) and Main Street and a roundabout at southern limit of relocated 16th Street to accommodate a future intersection with an extension of Holt Road. The typical section of the roadway provides six lanes of pavement with a landscaped median a multi-use way and a sidewalk. A new bridge will be constructed to carry 16th Street over Little Eagle Creek. The probable cost for relocating and enclosing Dry Run Ditch from existing 16th Street to Little Eagle Creek is also included.

- • Probable Construction Cost (2007 Dollars): $18.4 million

Holt Road Extension to 16th Street

In order to make Holt Road a more viable north-south connector, a slight realignment and extension of Holt Road through the Speed Zone to 16th Street will create a direct connection between I-74 and I-465. Furthermore, the Subarea Transportation Study calls for the future extension of Holt Road potentially to connect with I-65 to the north creating a major north-south connector for the Westside of Indianapolis and positioning Speedway as a prime industrial and commercial location with direct routes to three major interstates. This project includes the realignment of existing Holt Road westward south of 10th Street and extending Holt Road to a roundabout intersection with relocated 16th Street. This project will create a new intersection with 10th Street. A new bridge will be required to carry Holt Road over Little Eagle Creek. Pedestrian accommodations are incorporated into the project. The roadway typical section included four travel lanes with a grassed median.

- • Probable Construction Cost (2007 Dollars): $8.6 million

Georgetown Road Realignment or Vacation

Due to safety/security concerns and to create a unified campus for the Indianapolis Motor Speedway, two alternatives were explored for Georgetown Road. Alternative 1 will be a realignment of Georgetown Road to the west. Alternative 2 is a complete vacation (closure) of Georgetown Road from 16th Street to 25th Street. The SRC has determined that although both alternatives will have some impact on property owners, the impact of Alternative 1 will be most disruptive to private property whereas alternative 2 has less overall private property impacts as IMS is currently actively securing most of the real estate west of Georgetown Road presently. The plan proposes a pedestrian promenade replace Georgetown Road to serve internal pedestrian circulation

A slight realignment and extension of Holt Road through the Speed Zone to 16th Street will create a direct connection between I-74 and I-465

during major events, as well as serve as a safer staging area for vendors during the major races. Based upon current traffic projections, the current road network can adequately handle the shift of traffic from Georgetown Road. By 2015 it will be necessary to either extend Holt Road to Lafayette Road, or improve Lynhurst Road to handle additional north-south traffic through the Speedway area. This project includes removing the existing pavement from 16th Street to 25th Street for conversion to uses other than vehicular traffic. Accommodations for local access will be examined at the time the project moves forward into development.

- Probable Construction Cost (2007 Dollars): $2.1 million

Lynhurst/Moeller Realignment and Improvements

The Subarea Transportation Study determined that improvements to Lynhurst Road geometry through the Coke Lot to decrease the number of 90-degree turns and link it directly with Moeller Road would improve this roads viability as a north-south thoroughfare. Due to potential traffic increases by 2030 additional widening of Moeller Road will be needed between 34th and 38th streets where the road is narrowed to two lanes. This project would also have the added benefit of supporting the additional north-south traffic demand resulting from the vacation of Georgetown Road from 16th Street to 25th Street. This project includes a new connector roadway to improve the efficiency of the Lynhurst-Moeller travel route. Widening of Moeller Road from 30th Street to 38th Street is included to accommodate two additional travel lanes. A new bridge will carry Moeller Road over Dry Run Ditch. The modifications to the Lynhurst/Moeller corridor provide four travel lanes. This project may be considered as a replacement for the abandonment of Georgetown Road from 16th Street to 25th Street.

- Probable Construction Cost (2007 Dollars): $10.0 million

Main Street Streetscaping

A key transportation enhancement project is improvements to the Main Street corridor to improve its viability as a retail corridor. This will be accomplished through the following main strategies:

- Traffic calming to enhance the pedestrian experience and improve safety
- Improved on- and off-street parking facilities to assure a supply for increasing demand as the corridor redevelops
- Wayfinding to assist pedestrians and motorists in easily locating their destinations
- Integration with the regional multi-use trail network
- Linking Main Street directly into the main thoroughfare system to improve accessibility to retail and commercial establishments
- Establishing a sense of place, an active street life, and improving aesthetic quality through public art
- Improving facilities for bicycles and pedestrians such as bicycle parking, benches, and ADA compliant ramps and sidewalks

A key transportation enhancement project is improvements to the Main Street corridor to improve its viability as a retail corridor.

Establishing a sense of place, an active street life, and improving aesthetic quality through public art

This project includes pavement resurfacing, new curbing and streetscape elements, landscape elements, and street lighting from 10th Street to 16th Street.
- •   Probable Construction Cost (2007 Dollars): $4.8 million

10th Street Realignment

Allison Transmissions currently has over 4,300 high-wage employees and is a major contributor to the regional economy. With an aging facility, ensuring the future productivity of Allison's plants will be key in long-term retention and potential expansion. With Allison's current acquisition by private equity, substantial reinvestment is expected. A slight realignment of 10th Street is proposed by Allison to accommodate internal circulation, reduce the potential conflicts between employees and traffic and improve safety and security by increasing the buffer between the plant and a major thoroughfare. This project will move 10th Street to the north between Main Street and Little Eagle Creek for the purpose of addressing needs associated with parking, access and safety along the Allison Transmission facility. Polco Street will be realigned to intersect the relocated 10th Street.
- •   Probable Construction Cost (2007 Dollars): $5.0 million

Polco Street Realignment

Changes to the realignments of 10th Street and 16th Street will necessitate a realignment of portions of Polco Street to assure intersections with these roads will be safe configurations. Furthermore, realignment of the northern segment with the IMS tunnel will improve accessibility to the track and improve traffic flow during race events. New traffic signals will be included at both 10th and 16th streets.
- •   Probable Construction Cost (2007 Dollars): $1.9 million

Grande Avenue Vacation

Grande Avenue currently bisects Allison Transmission's operations between their main plant and Plant 14. The current ADT on Grande 5,500. Allison's operations necessitate a goodly amount of employee flow between the main plant and Plant 14 necessitating crossing of this roadway on a regular basis. Due to production improvements and a need to improve internal circulation the vacation of Grande will greatly enhance Allison's operations while having a minimal impact on traffic operations. Michigan Street, Holt Road, and Cossell Road easily can handle the diverted traffic and the average trip time will be only increased by one to two minutes. Construction costs were not estimated for this project as it will be assumed the Allison will assume responsibility for vacation of this thoroughfare.

Gilman Street Extension

Gilman Street originally extended to the existing Polco Street until the mid-1950s when it was vacated to make room for expanding operations of Allison and Praxair. The plan proposes again extending Gilman to Polco Street to facilitate better internal circulation of traffic and better accessibility to Main Street for businesses located within the Speed Zone.
- •   Probable Construction Cost (2007 Dollars): $2.0 million

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PEDESTRIAN AND BICYCLE PLAN
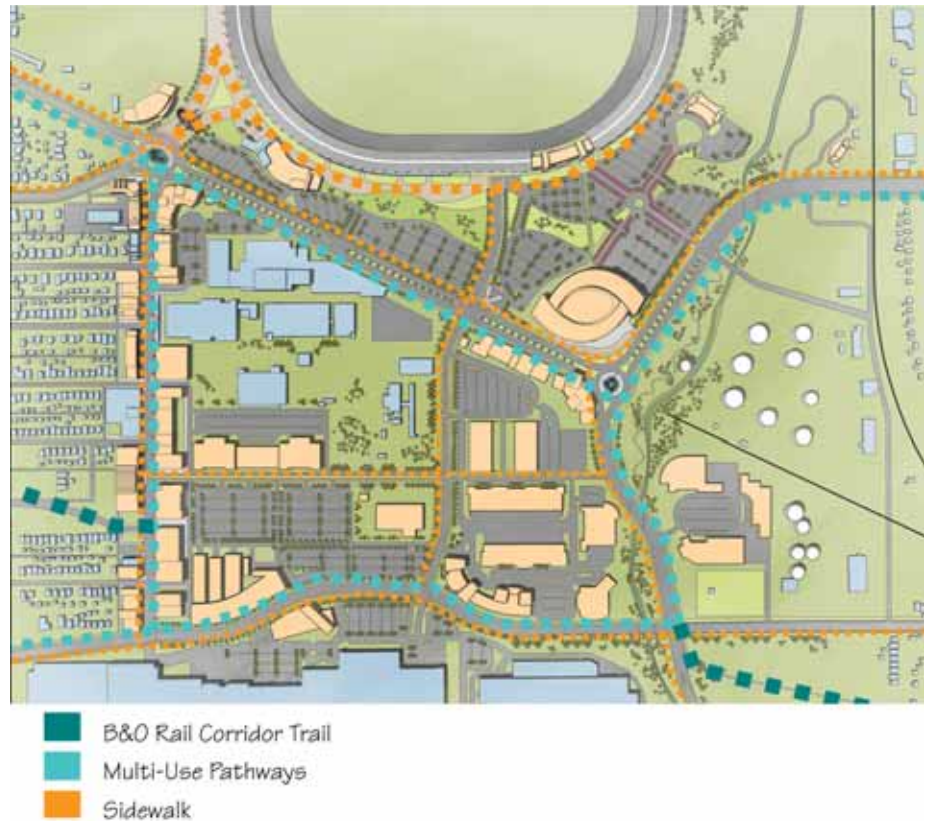
Legend:
- B&O Rail Corridor Trail
- Multi-Use Pathways
- Sidewalk

The Speed Zone Master Plan places a very high importance on pedestrian mobility and safety. Walkways, multi-use pathways, promenades, and tunnels are all design features considered to create a walkable environment. The following are improvements made for pedestrian mobility:

- Multi-use pathways will be developed along major thoroughfares within the Speed Zone. These multi-use pathways will not only serve recreational and internal circulation purposes but will be linked to the regional trail network through future planned routes along Craw-fordsville Road and the B&O rail right-of-way. Multi-use trails will be specifically located along:
  - 16th Street/Crawfordsville Road
  - Main Street
  - 10th Street
  - Holt Road
- Relocating 16th Street and vacating Georgetown Road to 25th Street will provide wide pedestrian promenades around the perimeter of the track during peak events.
- Standard width sidewalks will be located along all thoroughfares throughout the Speed Zone to facilitate better pedestrian flow. Furthermore extended sidewalks consisting of a building zone and amenity zone will integrated into the Main Street streetscaping plan

The Speed Zone Master Plan places a very high importance on pedestrian mobility and safety.

to facilitate better pedestrian and bicycle facilities, improve the opportunities for street life, such as outdoor dining, and meet ADA accessibility standards.

- Pedestrian tunnels or bridges at key locations, such as 16th Street at Polco Street, are enhancements considered for the Speed Zone to facilitate pedestrian flow across the busy arterial of Crawfordsville Road/16th Street.

- Pedestrian crossing will be a 2-stage process at roundabouts with a pedestrian refuge provided in the median area, meaning a maximum of three lanes of traffic will be crossed in a single stage. This is an improvement over current pedestrian crossing conditions.

- Vehicle-pedestrian conflicts are reduced when crossing at roundabouts as compared to standard signalized intersections as motorists will have a direct view of crossing pedestrians and will be traveling at a lower rate of speed than at a signalized intersection.

PARKING ON MAIN STREET

The availability and cost of parking are factors in people's choices about where to live, work, shop and conduct personal business. Long- or short-term parking is part of every car trip. The challenge is to provide enough parking to meet mobility and economic needs and to encourage people to use other modes of travel while minimizing the impacts of parking on neighborhood character. There are several factors to consider in planning for parking: amount, location, neighborhood character, and the environment.

Downtown seating

Downtown bicycle racks

Pedestrian bridge

Having the Right Amount

- Residents need a place to park their vehicles near their homes.
- Businesses need parking places for their employees and customers.
- Businesses don't want expensive or inaccessible parking to deter otherwise willing customers.
- Employees and customers both want to park as close as possible to their destinations.
- Everybody wants free, convenient, safe parking.

Location: On-street or Off-street

- On-street parking spaces must be accommodated in the same limited street space as sidewalks, driveways (curb cuts), transit, bike lanes, regular vehicle lanes, and loading and unloading of commercial and other vehicles. At the same time, emergency vehicles need to be able to negotiate the streets safely.
- Off street spaces: Many older buildings do not have on-site parking. Residents, employees and customers must rely on nearby parking lots, garages in other buildings, or on-street parking. Competition for on-street parking in older, busier neighborhoods can be fierce.

Neighborhood Character

The location and amount of parking needs to be tailored to the activities in the neighborhood, without detracting from neighborhood character. Parking can be distributed in an area to encourage people to walk, use transit, and increase their interactions. Where off-street parking is provided in a development such as in-front of or behind a building or in a garage has a profound effect on the functioning and character of the street and the neighborhood.

Supply

The Redevelopment Plan for Speedway not only proposes to increase the number of parking spaces, but also make them more accessible and convenient.

- Main Street currently has approximately 285 parallel and angled parking spaces. Under the current streetscaping plan, the on-street parking will be increased to approximately 320 spaces. A parking garage, with street level retail, is proposed at Main Street and 14th Street that will potentially contain another 450 spaces.
- Additional off-street parking is proposed to the east of Main Street along Gilman. This parking lot could contain up to 400 additional public parking spaces.

Public Parking Plan

Legend:
- On-street Parking
- Off-street Parking
- Garage Parking
- Public Alleyway

TRAFFIC CALMING MEASURES

Traffic calming is a series of tools used on road design to reduce vehicular speed, improve safety and enhance quality of life. There are generally two groups of traffic-calming measures used that are based on the desired intention; volume control measures and speed control measures. Volume control measures are primarily used to address cut-through traffic problems by blocking certain movements in order to divert traffic to streets better able to handle it. Speed control measures are primarily used to address speeding problems by changing vertical alignment, changing horizontal alignment, or narrowing the roadway. Many of the traffic calming measures typically result in both controlling traffic volume and reducing speed.

Goals of traffic calming:
- To reduce vehicular speeds
- To promote safe and pleasant conditions for motorists, bicyclists, pedestrians, and residents
- To improve the environment and livability of neighborhood streets
- To improve real and perceived safety for non-motorized users of the streets

Raised Intersections

Raised intersections are flat, raised areas covering an entire intersection, with ramps on all approaches and often with brick or other textured materials on the flat section. By modifying the level of the intersection, the crosswalks are more readily perceived by motorists to be "pedestrian territory." Therefore, raised intersections are good for intersections with substantial pedestrian activity, and areas where other traffic calming measures would be unacceptable because they take away scarce parking spaces.

Advantages:
- Raised Intersections improve safety for both pedestrians and vehicles
- If properly designed, they can have positive aesthetic value
- They can calm two streets at once

Disadvantages:
- They tend to be expensive, varying by materials used
- Their impact to drainage needs to be considered
- They are less effective in reducing speeds than Speed Humps, Speed Tables, or Raised Crosswalks

Raised intersections are incorporated into the overall Main Street streetscape plan at all intersections from 15th Street to 11th Street. The raised intersections will bring pedestrians into parity with traffic to create a safe crossing area. A change in sidewalk and road pavement texture through the use of stamped concrete and pavers will also provide additional visual and tactile signaling that this is an area where pedestrians and traffic must meet. Bollards will be installed along the sidewalks adjoining the raised intersections to provide additional protection for pedestrians to keep vehicles from encroaching on the sidewalks.

Roundabouts

What is a roundabout?

A roundabout is a one-way, circular intersection without traffic signal equipment in which traffic flows counter-clockwise around a center island. Since the only movement allowed upon entry or exit from a roundabout is a right turn, the occurrence of crashes that result in injury is substantially reduced.

Why are roundabouts effective?
- Roundabouts can moderate traffic speeds on an arterial
- They are generally aesthetically pleasing when well landscaped

- They enhance safety compared to traffic signals
- They can minimize traffic back up at approaches to the intersection
- They are less expensive to operate than traffic signals

Roundabouts must include the following to be considered a roundabout:

- Traffic control – Vehicles must yield when entering a roundabout
- Priority to circling vehicles – Circling vehicles have the right of way
- Pedestrian access – Pedestrian access is only allowed at the legs of the roundabout and prohibited from entering the circle island
- Parking – No parking is allowed around the circular roadway or at the entries of the roundabout
- Direction of circulation – All vehicles circulate counter-clockwise around the center island

Roundabouts are good for:

- Locations with a history of accidents
- Intersections where traffic back ups need to be minimized
- Intersections with irregular approach geometry (not the traditional T or + shaped intersections)
- Providing inexpensive-to-operate traffic control compared to a traffic signal
- Handling a high proportion of U-turns
- Locations with abundant right-of-way

Roundabout Misconceptions

The following are common public misconceptions regarding roundabouts.

Roundabouts and traffic circles are the same thing

Roundabouts and traffic circles are not the same. The key differences that separate a roundabout from a traffic circle are:

- the yield at entry
- the deflection of traffic around a center island
- the flared entry, and
- the left turns around the center island.

Although these differences can be subtle to the eye, their impact on traffic operations is significant. Roundabouts are able to move traffic more safely and more efficiently than traffic circles.

Roundabouts cause more accidents than standard intersections

Roundabouts reduce the number of accidents and the severity of accidents compared to a standard intersection. A roundabout has eight vehicle-to-vehicle conflict points and eight vehicle-to-pedestrian conflict points, compared to 32 and 24, respectively, for a standard intersection. In addition, vehicles in a roundabout all travel in the same direction and at lower speeds.

Brick paved sidewalks and raised sidewalks allert drivers that pedestrians may be present.

A change in pavement texture is an effective method of calming traffic.

Pedestrian access is at the legs of the roundabout.

Roundabouts are good for locations with abundant right-of-way.

Roundabouts are designed to keep traffic moving.

Roundabouts cause longer commutes

Using yield-at-entry, roundabouts are designed to keep traffic moving. A portion of a commuter's drive, and everyone else's, is spent stopped at a traffic signal or at a stop sign. A roundabout does not require stopping unless necessary, which reduces delay.

The public will never accept roundabouts

In many cities, roundabout proposals have been met with public outcry and negative press. However, opinions have generally changed once a roundabout is constructed and the public is given time to adjust. Association with older traffic circles is believed to be the main problem with public acceptance. Follow-up surveys from communities that have implemented roundabouts have found that communities universally accept a roundabout once operations are experienced first-hand. Until roundabouts become more common, educating the public about the differences between roundabouts and traffic circles, as well as the benefits of roundabouts will be important.

Roundabouts are difficult to maneuver

Upon their first encounter, many drivers have difficulty maneuvering through a roundabout. This initial uncertainty is true of many other driving aspects for new or inexperienced drivers. The majority of drivers will quickly adapt to driving a roundabout.

In a roundabout, a motorist approaches and watches for traffic from the left. If no traffic is present, the motorist enters without stopping onto the circulating roadway of the roundabout. If traffic is present, the motorist waits until an appropriate gap is available and then proceeds. The motorist then circulates around the center island and exits the roundabout to the right. Education showing how to drive through a roundabout will help eliminate the initial confusion many drivers face.

Roundabouts cost more than signalized intersections

It is possible that the initial cost of a roundabout would be more than that of installing a traffic signal. However, a traffic signal has much higher yearly maintenance costs for repairing and/or replacing signal heads and loop detectors. In addition, a roundabout provides operational benefits that result in less delay and fewer accidents. When these savings are considered over a longer period, roundabouts become a much less expensive option.

Roundabouts are not good for pedestrians and bicyclists

Although pedestrians and bicyclists will need to adjust to this new type of intersection, the standard features of a roundabout are designed to enhance safety. Bicyclists are able to travel through a roundabout either with vehicles or as a pedestrian. Lower vehicle speeds allow a bicyclist to merge effectively into the traffic stream. A bicyclist also benefits from reduced conflict points in a roundabout. A roundabout reduces the conflict points between vehicles and pedestrians, as well as lowering the speeds of vehicles. In addition, a roundabout eliminates the need for several turn lanes, reducing the width of the roadway a pedestrian must cross.

Roundabouts are difficult for larger vehicles

Roundabouts have design features specifically intended to accommodate trucks, buses, tractors, and larger vehicles. The main characteristic is an apron, a slightly raised area around the center island allowing larger trucks easier circulation in the roundabout. With a properly designed apron, a roundabout is able to accommodate all types of larger vehicles.

Roundabout Implementation in the Speed Zone

The subarea transportation study and additional studies by American Structurepoint found the current intersection at Crawfordsville Road, 16th Street, and Georgetown Road are projected to operate with a high level of congestion by 2030 resulting in a need to reconfigure this intersection. Furthermore, Main Street does not currently have a direct route to Crawfordsville Road that, due to low levels of ADT along Main Street, has contributed to its decline as a retail and commercial corridor. Both the subarea transportation study and American Structurepoint have both proposed a roundabout as the best alternative for assuring smooth traffic operations, improved pedestrian safety and the best geometric design for linking Main Street directly with Crawfordsville Road.

A roundabout is planned at the intersection of Holt Road and 16th Street. Traffic modeling predicts a predominant amount of traffic flow during AM and PM peak hours (rush hour traffic) will remain on 16th street. A roundabout intersection will best facilitate a free flow of this traffic and reduce congestion during commuting while still allowing access for Holt Road traffic.

GREEN DEVELOPMENT

SPEED ZONE MASTER PLAN

WHAT IS GREEN DEVELOPMENT?

Building "green" is developing property (from construction through operation and maintenance) in an environmentally sensitive manner producing the greatest results with the least amount of resources utilized. Green development can range from the reuse of vacant buildings or infill development to using compact florescent light bulbs (CFL's) in all buildings or using eco-friendly building materials.

Green development addresses, resources, energy, health, and the economy as part of its overall goal.
- o Resources: the investment in a renewable and stable resource base
- o Energy: reduction in energy/fuel consumption
- o Health: promote healthier living and working environments as an equal opportunity for all residents.
- o Economy: avoid economic imbalances, harmful to the business economy.

GREEN DEVELOPMENT VERSUS CONVENTIONAL DEVELOPMENT

Benefits of green development can not only be reaped by the general public, but also the local government, developer, and business owner. There are three main categories of benefits of green development: economic, environmental, and health, which corresponds to the goals of building "green".

Economic:
- o Reduced capital costs through…
    - o Reuse of existing structure
    - o Smaller mechanical systems
    - o Creative design solutions
- o Lower operating and maintenance costs through…
    - o High efficiency water systems
    - o Maximized use of natural sunlight
    - o Better employee morale
    - o Higher productivity and lower absenteeism
    - o Longer lasting materials
    - o Reduction on energy needs/costs
- o Reduced risks and liabilities through…
    - o Potential for more public support due to social benefits
    - o Potential for fewer upgrading expenses due to new regulations
    - o Less vulnerable to changes in utility prices
    - o Better filtration reduces toxins and mold
    - o No pesticide applications needed for native plants

Environmental:
- o Less impact on natural environs through…
    - o Less waste materials due to conscientious construction
    - o Better building material choice
    - o Stormwater reuse

o Reduction of sprawl
o More open space
o Shorter commutes
o Reduced energy consumption

Health:
o Healthy work environments improve productivity through…
   o Maximized use of natural light
   o Improved indoor air quality
   o Increased morale from more comfortable spaces
o Improve community through…
   o Infill development keeping resources in the community
   o Redevelopment of vacant buildings as catalysts to additional improvements
   o Locally produced and purchased materials sustaining the regional community
o Increased environmental awareness through…
   o Education fostering individuals and businesses to apply "green" measures in their daily lives

WHY GREEN DEVELOPMENT?

Trends of Major Cities

Many major or "world class" cities such as Chicago, Portland, Philadelphia, and New York City have already enacted numerous steps and techniques to increase green development within their boundaries. Cities are encouraging green building practices through legal measures or initiatives allowing green development to quickly become the industry standard in many areas. As green building becomes the norm, the use of green development in the Speed Zone can allow the Town of Speedway to serve as an example of the benefits of green development for the Indianapolis area.

Chicago, Illinois

One of the premier cities using green development technology is Chicago, Illinois. Chicago has developed a Center for Green Technology that posts helpful information to homeowners, business owners, and developers in regards to green building on their website and at the center. The City of Chicago has taken the initiative to demonstrate green building through the development of this center and also through the widespread use of green roofs on city owned buildings. The city has also demonstrated to Chicago residents not only how to "build green", but also how to "redevelop green", and has encouraged both of these movements through financial incentives. The City of Chicago has taken a major stance on providing alternatives to conventional building, development, and energy sources for its residents to encourage the life long use of these alternatives.

Philadelphia, Pennsylvania

Philadelphia, Pennsylvania, has also seen some success in green development. Philadelphia has mainly focused on initiatives to encourage

green development on city owned property. The city's municipal energy office takes an active role in the encouragement of high performance green building for both new construction and renovation of city buildings. An example of this is the Philadelphia Police Forensic Science Center, open in 2003, which has been highly acclaimed in the field of green development along with architecture.

Bloomington, Indiana

Closer to home, some municipalities, such as Bloomington, Indiana, have taken it upon themselves to follow the lead of the major cities. Within Bloomington's zoning code there is a title for design standards. Within the design standards is a chapter in regards to Sustainable Development Incentives. Developers are encouraged by the city to achieve some of the sustainable development goals in their project in return for incentives, such as decreased minimum lot area, decreased minimum lot width, decreased side building setbacks, and decreased rear building setbacks. As the number of sustainable, or green, practices used in a project increase, the setbacks decrease. Smaller setbacks allow for a more of the property to be developed, yielding a higher potential profit for the developer.

Yet, despite Bloomington's commitment to green development, they have not seen results as they would have hoped for. Since the inception of the Sustainable Development Incentives in the zoning code, few developers have taken advantage of the incentives and continued using conventional development standards. The Bloomington, Indiana, incentive program is a great example that can be built upon to be more effective and fitting to the Town of Speedway. In order to demonstrate the town's commitment to green building, it is recommended that the Town of Speedway not only incorporates green development standards into its zoning code, but also make these standards mandatory in order to see results.

THE BOTTOM LINE: RETURN ON INVESTMENT

The biggest argument for not building green is the increasingly higher up-front construction costs in which the developer is unable to obtain any return on investment. Yet, as green building becomes more mainstream, the construction costs continually decrease. A study done by Davis Langdon on the construction costs per square foot for "green" and "non green" buildings, established the use of the building, opposed to if the building as was "green" determined cost. There were both low and high construction costs for "green" and "non green" buildings. In conclusion, green building does not automatically mean higher up-front costs.

There are also many costs throughout the lifetime of the building in that building "green" is clearing more cost effective. In terms of energy efficiency, green office buildings have utility bills that are 20 to 50 percent less than their conventional office building counterparts. Green building increases employee productivity and performance between 6 to 26 percent, and reduces health care costs between 10 to 25 percent. Green development, also eliminates the necessity

of retention ponds or other costly stormwater management measures while allowing a higher density of development producing a larger gross leasable area. A larger gross leasable area gives a potential for a higher profit and a larger return on investment for the developer.

## EXAMPLES AND BENEFITS OF GREEN DEVELOPMENT IMPLEMENTATION

Green Roofs

What are Green Roofs?

A green roof is a roof of a building that is partially or entirely covered with plants, vegetative covers or self sufficient ecosystems. Depending on plant material and the planned use for the roof, the extensiveness of plantings can vary. Rooftop green space can be below, at or above grade, but in all cases the plants are not planted in the "ground". Green roofs can provide a wide range of public and private benefits. There are six key layers that exist for roof gardens including (from top down): plants, growing material, filter cloth, drainage layer, root barrier and waterproofing membrane.

What type of Green Roofs are there?

There are three different categories of green roofs: extensive green roofs, semi-intensive green roofs and intensive green roofs. Deciding which type of roof to be considered is crucial in the early planning stages. In addition, the maximum load bearing capacity, maintenance, plant selection, substrates and the expense must correspond with the desired Green Roof type.
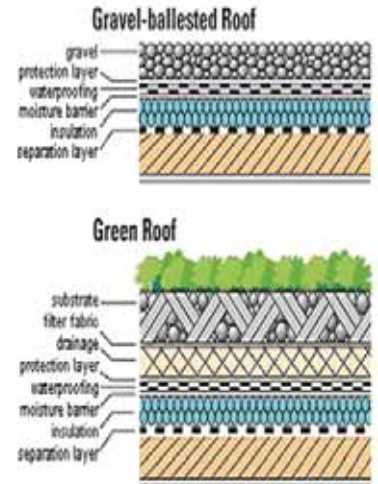
	Extensive	Semi-Intensive	Intensive
Maintenance	Low	Periodically	High
Irrigation	No	Periodically	Regularly
Plant Communities	moss, sedum, herbs, grasses	grasses, herbs, shrubs	lawn or perennials, shrubs, trees
System Buildup Height	2″ to 8″	5″ to 10″	6″ to 16″ on underground garages >3′
Weight	13-30 lbs/sqft	25-40 lbs/sqft	35-100 lbs/sqft
Cost	low	moderate	high
Use	"Ecological Protection Layer"	"Designed Green Roof"	"Park-like Garden"

Benefits from Green Roofs

- Increased roof life - The life expectancy of a "naked" flat roof is only 15 to 25 years, even with professional installation due to physical, chemical, and biological stress, opposed to the life expectancy of a green roof of about 40 years. The vegetation layer of Green Roofs acts as a buffer for stress caused by temperature fluctuation. In addition, the Green Roof creates a protection layer for the waterproofing

in case of mechanical damage like hail, wind, vandalism, and fire-works.

- Reduced noise levels - Green Roofs reduce sound reflection and improve sound insulation. This is important for people who live near airports, racetracks, or industrial parks.
- Heat shield - During the summer months, Green Roofs reduce indoor temperatures through transpiration.
- Use of space – Green roofs offer additional green space to build-ings. This helps provide green space and gardens to urban spaces with limited space while keeping costs low.
- Natural Habitat for Animals and Plants - Vegetated Roofs can com-pensate for lost green areas typical of urban areas.
- Stormwater Retention - Green Roofs are very important instruments in preventing local flooding. Depending on the Green Roof system and the depth of the growing plants, the immediate water run-off can be reduced by 50-90 percent. Most of this water returns directly into the natural water cycle by transpiration/evaporation of the Green Roof.
- Urban Heat Island Effect - The temperature difference between a city and the surrounding countryside is referred to as the urban heat island effect. This effect drastically reduces the quality of life and im-pairs the health of city inhabitants. Landscaped roof surfaces are an alternative, as they decrease the "urban heat island effect" through the process of transpiration and humidify dry air.
- Reaction of Dust and Smog Levels - Plants are able to enhance the quality of the air.

The Bottom Line: Return on Investment

The installation cost for green roofs vary from $8.00 to $20.00 per square foot as opposed to $1.00 to $2.00 per square foot for conventional roofs. While there are drastic differences in up-front costs, this does not tell the whole story. The increased life expectancy, over a conventional roof and reduced stormwater drainage costs make the increased up-front costs worthwhile in the long term. When the future savings of these variables are added in, the present value of installing a green roof is comparable or even less than a conventional roof installation.

Drainage Alternatives

What are Impervious Surfaces?

Impervious surfaces act as a barrier to on-site water infiltration into the ground causing runoff. Impervious surfaces include roads, parking lots, playgrounds, sidewalks, rooftops, driveways, and even extremely compacted soil. During storm events, water hitting impervious surfaces travels until it can locate a final resting location, typically in a natural water body or man-made stormwater system. Water runoff picks up pollutants on the ground such as oil, gasoline, and sediment that then goes directly into water bodies or into a stormwater system causing the need for water treatment plants. Without the barrier of an impervious surface, water would infiltrate directly into the ground and allow for pollutants to be naturally removed

during the ground infiltration process. Water bodies that act as the drinking water supply, habitats to numerous organisms, and add aesthetic value to a community are altered due to runoff pollution and changes in water table heights due to impervious surfaces.

What are Pervious Surfaces?

Pervious surfaces, also know as, porous pavements, allow water from storm events (i.e., rain and snow) to pass through it, which in turn reduces site runoff. There are two types of poured-in-place pervious surfaces: porous asphalt pavement and porous concrete pavement. Porous asphalt pavement can be used for pedestrian areas or areas with a limited amount of traffic volume traveling at slow speeds. Pervious concrete can be used for slightly higher intensity uses and allows between three to eight gallons of water to pass through the pavement every minute for every square foot of pavement. Most pervious concrete surfaces have a lifespan of 20 to 40 years with little maintenance. Porous pavements are most conducive to areas with flat or slight slopes such as those serving as parking lots or roads with light traffic volumes.

What is Bioretention?

Bioretention is a water quality and quantity control practice using native plants to filter pollutants from stormwater runoff. Pollutants are removed through the natural infiltration process of water into the ground. Bioretention captures water from storm outlets, swales, and impervious surfaces to handle drainage onsite, while also removing sedimentation and chemicals from stormwater.

What are the benefits of Drainage Alternatives?

Runoff from storm events is most commonly dealt with through storm sewer systems. The introduction of pervious surfaces and/or bioretention allows for an increase in buildable area without the need for increasing the capacity of the current storm sewers. This stormwater management technique also replaces costly curb and gutter development. Most runoff will also be treated on site through infiltration processes, which lessen the demand for costly water treatment plants. Also, this infiltration process replenishes local aquifers, the source for many communities' drinking water, instead of being treated and placed into above-ground water sources away from the site. It also removes pollutants from the site water runoff naturally and helps control flooding and water quality.

The Bottom Line: Return on Investment

The Environmental Protection Agency (EPA) recently unveiled its new stormwater management practices that now require any earth disturbing construction activity of one acre or more to obtain National Pollutant Distribution Elimination System (NPDES) permitting. This permitting process mandates all new development in urbanized areas must have a stormwater pollution prevention plan along with a stormwater management plan utilizing best management practices outlined by the EPA. Pervious surfaces and bioretention are some of these best management practices. Developers

utilizing pervious pavements and/or bioretention will reap economic benefits by reducing the cost of other stormwater management techniques, as well as the maintenance costs while benefiting the environment.

Leadership in Energy and Environmental Design for Neighborhood Development (LEED – ND)

What is LEED?

LEED, or Leadership in Energy and Environmental Design, is a voluntary building rating system used by the United States Green Building Council, or USGBC. LEED is the distinction of a building that has reached or exceeded a USGBC established and nationally recognized benchmark for the design, construction, and operation of high-performance, efficient, low-impact building projects. Buildings receive LEED designation through a point-based system addressing five key areas and extra points are awarded for innovation in design and the design process. These areas include:

- o sustainable site development
- o water efficiency
- o energy efficiency
- o materials selection
- o indoor environmental quality

What is LEED-ND?

The LEED-ND, or Leadership in Energy and Environmental Design for Neighborhood Development, is a new program that integrates the principles of smart growth, urbanism, and green building into the first national standard for neighborhood design. LEED-ND certification provides independent, third-party verification that a development's location and design meet accepted high standards for environmentally responsible, sustainable development. The pilot program was launched in 2007 and is expected to conclude in 2008. Based on feedback gathered during the pilot, the rating system will be revised to improve its applicability to the marketplace. Currently, the rating system has four categories:

- o Smart Location and Linkage
- o Neighborhood Pattern and Design
- o Green Construction and Technology
- o Innovation and Design Process

Types of techniques used in the LEED-ND process include:

- o Revitalizing sites in existing communities
- o Increasing average community densities
- o Incorporating energy efficiency and green standards
- o Curbing light pollution
- o Sustainable approach to stormwater management

Why is LEED-ND important?

The existing LEED program has a proven track record of encouraging buildings to utilize green building practices, such as increasing energy and water efficiency and improving indoor air quality in buildings. The LEED program has seen increasing growth and interest, like many other "green"

building practices. The LEED-ND hopes to use this interest to produce positive effects including:

- o encouraging developers to revitalize existing urban areas
- o reduce land consumption, reduce auto dependence
- o promote pedestrian activity
- o improve air quality
- o decrease polluted stormwater runoff
- o build more livable and sustainable communities
- o build communities for people of all income levels

Streambank Restoration

The leading source of impairment to our waterways is non-point source pollution due to nutrients, pathogens, situation, oxygen-depleting substances, metals, and suspended solids. Stream impairment can affect our drinking water sources, recreational areas, and aquatic life. Greenways and riparian corridors act as natural buffers between developed uplands and adjacent waterways or wetlands. Greenways act as a natural filter of non-point source pollutants, including sediment, nutrients, pathogens, and metals to the waterways. Preservation and restoration of naturalized riparian corridors (streambanks) and wetlands can play a significant and cost effective role in managing adverse water quality impacts as well as to control flooding.

PUBLIC ART

SPEED ZONE MASTER PLAN

Lifesize bronze statues add scale and character to pedestrian pathways.

Murals are an effective way of inorporating public art into the streetscape.

WHAT IS PUBLIC ART?

What exactly is "public art"? Public art differs from art produced for display in a museum, gallery, or other public place, and from art collected by individuals. First, it is commissioned by a very public process. Second, public money often funds the creation of the art piece. And third, it is associated with a sense of longevity.

Once people have an understanding of what public art is, the next step is implementing a public art program. One of the primary foundations for a public art initiative is having a broad-based town or city. Furthermore, a city-wide campaign to promote and market a public art policy will help gain political and financial support for both the policy and public art, as well as develop a community-wide commitment and support for the arts. It will also raise the awareness and importance of public art, so that it can become part of the planning process.

There are many ways that such a PR campaign may be undertaken.

- o Obtain support from many levels of city government and a wide variety of governmental and non-governmental organizations.
- o Gain support through the press to help the fundraising efforts.
- o Build relationships with potential private funding sources.
- o Involve local artists and gallery owners who are willing to assist in communicating art events to the public.
- o Keep the information flowing about the progress of any public art initiatives.

IMPLEMENTING A PUBLIC ART PROGRAM

Promoting public art and securing financing are important steps in implementing a Public Art Program. In addition, a community needs to decide how they are going to put the program into place and how it is going to be administered. Generally, the Town will pass an ordinance that actually establishes the Program, outlines the Committees and other players that will be involved as well as their responsibilities, and identifies the scope of the program.

The Public Art Program.

The Town would first adopt an ordinance that establishes the program, outlines the nature of the program(s), and give details as to regulations.

- o A Percent-for-Art Program will establish a certain percentage of public funded capital improvement projects and/or a certain percentage of construction costs for new development that will go towards the purchase and establishment of public art.
- o A Non-Percent-for-Art Program is based on administering other types of monies such as specialty taxes, lottery revenues, grants, and other funding programs.

o Other Programs include working with private developers to determine in-kind donations in exchange for public art funding.

Annual Public Art Plan.

The town's legislative body could adopt a Public Art Plan as part of its Capital Improvements Plan or similar plan for public improvements. The Public Art Plan will identify specific sites for public artworks and establish a budget for artwork to be purchased or commissioned. The Town maintains the accounts and is eligible to receive grants for the acquisition and maintenance of artwork.

Public Arts Commission.

The Public Arts Commission is responsible for organizing, facilitating, and managing all public art commissions funded through the Town's program.
- o Identifies and recommend public art projects to the Town Council and manage its artist selection
- o Recommends proposed gifts of artworks to the Town Council
- o Develops and administers programs and forums for community education about public art projects
- o Maintains an archive of public art projects in the Town.

Artist/Art Selection and Recommendation Committee.

This committee is charged with making recommendations to the Town Council about specific pieces of art to be incorporated into the program.
- o Drafts the criteria for selecting artists
- o Circulates a "call for artists"
- o Interviews and selects artists
- o Recommends selection of an artist(s) for specific projects or commission or artwork for purchase by the Town

PUBLIC ART FINANCING

Securing adequate funding is the foundation of any public art program. Aside from donations from private individuals and corporations, there are a number of ways to gain financial support for art. These ways can be broken into four categories:
- o public/private sector endeavors
- o percent- and non-percent-for-art programs
- o developer participation
- o local funding sources

Public/Private Sector Endeavors

On the non-development side, opportunities for public art could be nurtured as part of ongoing, existing local programs. A city or business could partner with these organizations to involve artists in installing art exhibits in vacant storefronts to improve a building's (and neighborhood's) overall image; hosting exhibits in publicly accessible places, or encouraging local museums to loan out works of public art for temporary placement throughout the downtown.

Three-dimensional wall art adds interest to an otherwise blank wall.

Public art can be inorporated into development regulations in order to enhance new development

SPEED ZONE MASTER PLAN

Mosaic tile artwork incorporated into the city sidewalk.

Public sculpture creates a gateway to the Speedway Main Street.

The Wall of Fame

Percent- and Non-Percent-for-Art Programs

Percent-for-Art Ordinances

Passing percent-for-art legislation encumbers an annual percentage (0.5%-2%) of publicly funded capital improvement projects for the commissioning of public artworks, which will usually be sited in, on, or adjacent to the building or project being constructed. Percent-for-art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding.

Non-Percent-For-Art Sources

There are several concepts for developing non-percent-for-art programs. An Arts Council could be established to receive a percentage of hotel/motel taxes, or state lottery revenue. Regional and federal grant programs also exist to fun public art.

Soliciting Participation by Developers

Even if a town does not have a percent-for-art ordinance in place, nor a significant number of city-funded CIP projects (both of which would guarantee a certain number of public art projects per year), it may still be possible to get funding from capital projects for public art, by working with the private sector.

o Include art in the incentive package given to developers.
o A percentage of the fees paid by a developer as part of mitigation could be set aside for a public art project, where the art would be considered a mitigation tool.
o Award floor-area ratio bonuses to developers who set aside a certain amount of ground floor as public space, also be awarded for including public art.
o Have private developers/owners commit a percentage of construction costs to the provision of art in conjunction with the commercial structure or donate an equivalent amount to the Arts Council.

Alternate Sources of Funding

Others means of funding for public art has come from the following sources:

o TIF (Tax increment financing) of vacant buildings for use by artists for housing and studios
o Foundation grants, including those from National Endowment for the Arts (NEA) and National Endowment for the Humanities (NEH);
o Parking meter revenue;
o Sales tax revenue,
o Proceeds from the sale of city land;
o Historical societies and commissions;
o Local companies (including locally based branches of national corporations);
o Utilities;
o Arts councils and advisory boards;
o Museums; and
o Art centers

o Tax large-scale events and festivals to pay for art. For example, a
   Motel/ Hotel tax can be dedicated to public art during the event. This
   funding can be put toward art projects that would occur before and
   after the event.
o See if your project would make you eligible for a state tax credit for
   historic renovation.

ARCHITECTURAL CHARACTER

Elaborate ground signs announce the arrival to a neighborhood.

MAIN STREET REDEVELOPMENT

The Midwest has seen a decline in its Main Streets and downtown areas since the 1950s. The dramatic popularity of the automobile, the invention of the shopping mall and strip-retail, and the more recent inception of big-box retailers has exacerbated the decline of the traditional small retail-based downtown. Speedway's Main Street has suffered from this nationwide shift in consumer demand and has suffered with increasing vacancies, declining property values and blighted structures.

The Town of Speedway realized that a healthy community needs a healthy heart – Main Street. To reinvigorate and renew the life of Main Street, a holistic and balanced approach must be taken that combines aesthetic improvements with a good understanding of the economic forces shaping retail and housing, understanding of customer markets and market niches, and an overarching business strategy. The following strategy points are prescribed for reinvigorating Speedway's Main Street.

Identity and Sense of Place:

Like other successful districts within the Indianapolis metropolitan area such as Mass Ave, Carmel Arts District or Broad Ripple, Speedway Main Street must develop a unique branding and identity that differentiates it from other places that people can work, live and play. Although the "Speed Zone" brand and logo help provide that, the types of businesses, the architecture and the vibrancy of Main Street will help to define this area and differentiate it as a retail destination. Architectural elements for defining this area are also important. Unified themes incorporating lighting and sidewalk detail, as well as art elements and major gateways such as the roundabout art and the Wall of Fame are all elements that help define this area as unique and special. It will be important that Speedway not only depend on the aesthetic elements, but also develop business cooperatives to develop cultural events and other draws to bring people into the area. The connection with the Indianapolis Motor Speedway brings a character to this area that no other place in Indiana possesses.

Creating a Complete Corridor:

Main Street was historically developed with low density retail operations on the west side of the street and industrial operations on the east side of the street. Although this worked well during the first half of the 1900s, the changing market place now demands a much livelier and complete shopping experience. Redeveloping the east side of Main Street with a focus on retail activity is important to developing a healthy Main Street.

Mixed-use Main Street:

Today's successful downtowns mix compatible high density residential development with retail development. This mixture not only supports retail sales by placing consumers closer to their shopping destinations, but also increases the street life which is important for attracting shoppers from other areas. Higher

density development on both sides of Main Street including street level retail and upper story office and residential will help to bring more interaction to this area.

Street Life and Critical Mass:

One of the aspects that make area venues such as Circle Center and Clay Terrace successful is the hustle and bustle of people. A vibrant street life is very important to the psychology of the shopper and is what draws people to utilize the space. People feel safer in locations where they can be seen by others and as much as we don't like to admit it, people like to watch other people. The ability to have outdoor seating, dining, benches and plenty of room to walk and recreate are important to creating a healthy and vibrant urban area. It is also important that a critical mass of consumers is developed for this area, especially during evening hours. Developing night life is important to making this area a destination for more than the local business crowd. Restaurants, night clubs, night time activities, and longer operating hours for retail tenants will be important for creating the convenience and draw that the modern consumer demands.

## Pedestrian Scale/Higher Density:

Historically, retail areas developed in the early 1900s had small businesses in relatively small buildings. Retail has changed significantly with the advent of the "big box" store and national chains. The purchasing power of larger stores has decreased prices and led to increased demand for larger structures for retail activity. Redeveloping Main Street to provide for larger buildings will be important for viable retail stores. It is important to retain the historical feel of Main Street Speedway and make sure that the area is friendly and welcoming to pedestrians. Elements such as, articulation in facades, high building detail that is visible to walkers, awnings, and lighting go a long way toward retaining the historical character of the area while addressing the modern needs of business.

USE OF ARCHITECTURAL ELEMENTS

Wayfinding

Wayfinding encompasses the way people orient themselves and move throughout the built environment. Physical structures, major pathways, defined activity edges, visible surrounds, districts, nodes and landmarks all form important relationships that create an environment and a sense of place that is unique to a community. In addition, wayfinding structures such as gateways, signage, and lighting also enhance this environment and add character to the community. The wayfinding proposed for the Speed Zone are those at the pedestrian scale and automobile scale in order for all modes to better move to and through the area. Indianapolis already has implemented wayfinding materials for each of their cultural districts. This provides Speedway with an opportunity to be recognized as a cultural district of Indianapolis by adopting their existing wayfinding materials.
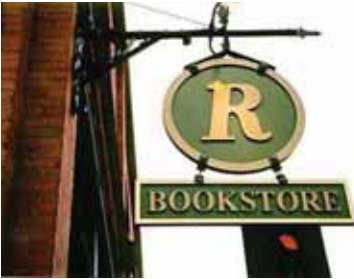
SPEED ZONE MASTER PLAN

Gateways

Gateways signify a major entrance or point of access into a place, community or neighborhood. They are often defined or reinforced by features that emphasize the transition and create a sense of arrival and departure. Gateways can be as simple as a ground sign or as grand as intricate architectural character. In order to further promote the Speed Zone as a pedestrian friendly area, it is important to create pedestrian scaled gateways.

Signage

Signage provides written and graphic communication to help people navigate a place. These include business signs, street signs, neighborhood identity signs, and simple message signs such as "entrance", "exit", etc. Similar height, materials, font, size, etc., can establish signage continuity and add another element to define a community's character.

Lighting

Although its primary purpose is nighttime visibility for security and safety, successful street lighting takes into account the human users of the street and not simply the requirements set by the development standards. In fact, too much lighting can be just as bad as too little lighting. The key to a good lighting plan is to relate lighting to the evening functions of a particular space. For instance, one way to emphasize pedestrian activity over automobile traffic is to replace standard overhead street lights with smaller-scale, more frequently spaced fixtures geared to pedestrians.

MAIN STREET CHARACTER

The architectural character proposed for Main Street is one that respects the established urban historic language of the street and provides a framework for the creation of a new urban vision. This new framework for Main Street will build and strengthen Speedway's unique identity. In a town focused on the automobile, this new vision provides a plan for managed growth that puts people and their experiences and interactions first. The character of the architecture is immediately identifiable as mixed-use commercial and residential development. Brightly colored brick, steel. and glass structures blend to create human scaled, multi-story buildings that compliment the existing predominantly masonry historic structures. A wide variety of shape, form, and color are proposed to reflect Speedways unique history and to create a kit of parts that speak to both residents and visitors about the heritage of this unique American town. The language of the architecture needs to be as timeless and spectacular as the events that focus the world's eyes on this town.

COMMERCIAL AND INDUSTRIAL CHARACTER

The unique mixed-use development vision for the Town of Speedway will blend commercial and industrial construction with the new Main Street core. The exciting and unique industries that are anticipated to call Speedway their home will reinforce the anticipated economic growth and vitality of the Town. The vision

for the Town of Speedway proposes that these typical "big box", background projects step forward architecturally. These buildings should use a similar palate of materials to those proposed for Main Street and to the industries they will house. Bold colors and materials should mix with traditional masonry and pre-cast concrete forms. Entries should be unique, clearly identifiable and pedestrian scaled. The use of glazing should be maximized, especially at street level. This will showcase the activities that occur inside while it also provides connectivity between employees, residents, and visitors. It is hoped the industries of Speedway will wish to turn work into an engaging event. The ultimate goal of this mixed use development plan is to provide a setting that is engaging and reinforces the Town of Speedway's legacy.

ZONING, LAND USE, AND DESIGN RECOMMENDATIONS

In order to implement the standards for the desired character of the Speed Zone, it is necessary to develop new design standards and land use regulations for the Speed Zone Redevelopment Area. The architectural character, green roofs, public art, and other aesthetic characteristics as well as the mix of land uses that are a part of the proposed plan are either not permitted under the current regulations or they cannot currently be required under existing land use regulations. Therefore, such regulations will need to be adopted by the governing body before implementation can begin.

Even though it is an incorporated area with its own Town Council and services, the Town of Speedway is considered an "Excluded City" within Marion County by the State of Indiana law governing planning and zoning. Per Indiana Code 36-7-4-201 (d), administration of the land use regulations for the Town of Speedway fall under the jurisdiction of Marion County. Under Marion County, the Planning agency for the Town of Speedway is the Metropolitan Development Commission (MDC) and the overseeing legislative body is the City-County Council. Changes to the Zoning Ordinance and Zoning Map for Speedway would require a favorable recommendation by the MDC and would need to gain final approval by the City-County Council. The Speedway Town Council has an opportunity to give its recommendation to the MDC, but ultimately the town has no legislative jurisdiction in the approval process. Regardless, to implement the land use changes, the rezoning and zoning ordinance amendment process will need to be initiated with support of the MDC and the City/County Council. While technically anyone can initiate the amendment process, for purposes of this plan the initiation should be done by the Speedway Redevelopment Commission and the Speedway Town Council, or someone acting on behalf of the town that has the ability to coordinate the efforts and gain consensus between the groups.

Land Use

The 2006 Comprehensive Plan for Wayne Township identifies the Main Street area as Critical Area #3, showing future land uses as predominately

Decorative flags

Facade articulation

Balcony

Upper parking decks with brick and glass facade treatment

Flags to maintain motorsports theme

Exterior illumination features

Horizontal banding along facade to reduce monumental appearance of multi-story structure

Pedestrian scale awnings & building entrances

First story retail & office space to maintain street activity

Decorative features to provide facade variation at pedestrian scale

Village Mixed Use and Urban Mixed Use. The remainder of the Speed Zone is identified as primarily General Industrial and Community Commercial Uses.

While the Industrial and Commercial designations have corresponding zoning districts, the "Village Mixed Use" and "Urban Mixed Use" designations do not have zoning districts or standards in place, so the underlying Neighborhood Commercial District and Medium Industrial Urban District standards apply.

As stated above, these current zoning districts in the Speed Zone do not contain the land use and development regulations necessary to implement the proposed plan. Therefore, it is proposed that the Speed Zone be rezoned to two new zoning districts: Speed Zone Main Street District (SZ-1) and Speed Zone Industrial District (SZ-2). The SZ-1 district would be assigned to the properties on both sides of Main Street from 10th Street to 16th Street. The SZ-2 district would cover the remaining properties in the Speed Zone.

Speedway Zone Main Street District (SZ-1)

The Speedway Zone Main Street District (SZ-1) would serve as the primary identity for the Town of Speedway. It will serve as a healthy social and economic environment for residents, visitors, and tourists. The SZ-1 District will be a pedestrian oriented place with active street life, healthy retail, and common space for community gatherings and racing-season activities. It will be friendly and charming, a place where people of all ages gather for social, shopping, and recreational reasons. Street level activities will focus on restaurants, personal services, and shopping while the upper stories of downtown will provide a diverse range of office space and urban-style housing. All buildings within the SZ-1 District shall contribute to creating a relatively continuous street wall to create a pedestrian oriented sense of enclosure and place. Building heights and signage may vary from one property to the next, however a general consistency shall be retained in order to create a continuous sense of character within the district. Sidewalks, pedestrian pathways, and parking areas shall give particular attention to streetscape, landscape continuity, and lighting.

Speedway Zone Industrial District (SZ-2)

The Speedway Zone Industrial District (SZ-2) is intended to accommodate commercial uses unsuited to other districts, as well as wholesale activities, warehouses, and manufacturing and assembly operations whose external, physical effects are restricted to the area of the district and are well-matched to the surrounding uses. The SZ-2 District is intended to permit, along with any specified uses, the manufacturing, compounding, processing, packaging, assembly, or treatment of finished or semi-finished products from previously prepare material. It is further intended that activities involving the processing of raw material be entirely enclosed and that all uses conform to the performance standards of this ordinance. Uses within the SZ-2 District will generally be employment generators. It is the intent of this district to provide sufficient space for current or future needs for manufacturing and wholesaling or related uses while preserving the general character of the community.

Design Recommendations

The form and development of the Speed Zone contribute to the unique and desirable characteristics of the Town of Speedway and the measures described are necessary and appropriate to promote and strengthen these characteristics. The purpose of the proposed design recommendations is to establish standards and regulations to guide the placement of buildings and structures, the nature and form of site improvements and landscaping, the form and materials of buildings, and related measures to promote and strengthen the defined character of downtown Speedway.

Design Standards - Speedway Zone Main Street District (SZ-1)

The Speedway Zone Main Street District (SZ-1) is designed to be a mixed use area for residential, commercial, office, and retail businesses. The design standards were developed to reflect the preference for a historic downtown character with Victorian and Art-Deco style architecture as strongly encouraged by the neighborhood residents and businesses. In addition, the Riley/Scott building at 1200 N Main Street and the intact block of buildings at the southwest corner of 15th and Main Street will be preserved. In order to create the traditional downtown corridor character and preserve the character of the preserved buildings, new and redeveloped structures should to be two to four stories in height, and side and rear setbacks kept to a minimum. In addition, building form standards would be incorporated, such as the use of windows on the ground floor and upper stories, exterior building materials of brick or stone, and regular building articulation or changes in facades. Finally, appropriate sign standards that permit marquee signs, suspended signs, window signs, wall signs, etc., will further enhance and preserve the desired character. Suggested standards would be as follows (see the appendix for detailed standards and language):

Permitted Uses:
• Dry Cleaning and Laundry Establishments
• Eating and Drinking Establishments
• Hotels
• Medical Offices
• Office Buildings
• Parks and Parkland
• Personal Service Businesses
• Professional Service Establishment
• Recreational Facilities
• Residential Above Retail or Office
• Retail Business
• Retail Sales

Site and Building Placement
• Minimum and Maximum Setbacks
     o Front: minimum 20 feet, maximum
     o Side: minimum and maximum: 0 fe
     o Rear: mimimum 3 feet, maximum 1
• Dwelling Unit Area: mimimum 500 sqft
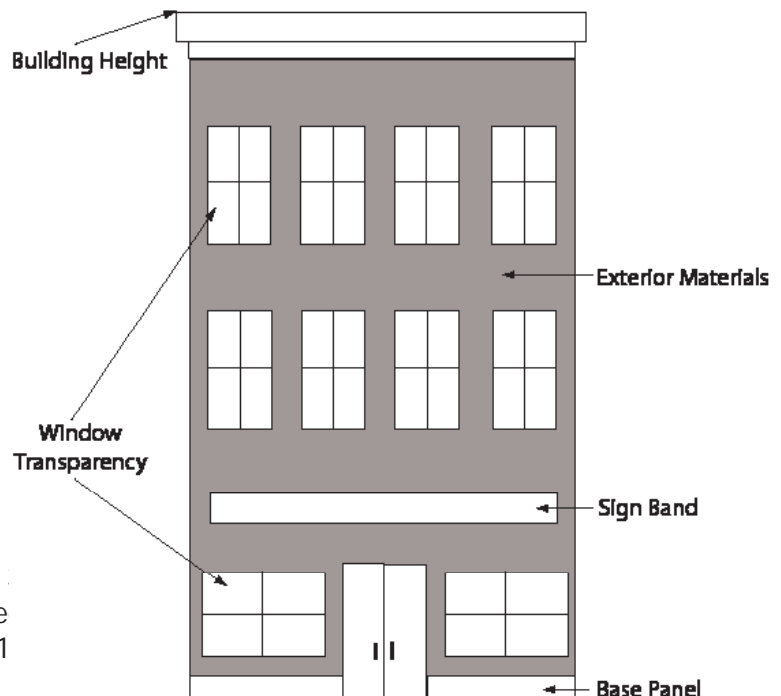
Building Height

Exterior Materials

Window
Transparency

Sign Band

Base Panel

• Minimum Lot Width: NA

Building Form Standards
• Minimum Building Height Greater of 24 feet or 2 stories
• Maximum Building Height
      o abutting residential to rear Lesser of 35 feet or 3 stories
      o abutting all other uses Lesser of 52 feet or 4 stories
• Minimum Roof Pitch Flat or pitched with parapet
• Minimum/Maximum Transparency (windows)
      o ground floor 75%/85%
      o upper stories 40%/85%
• First Floor Use non-residential
• Residential Access separate from non-residential point of access
• Exterior Building Materials
      o walls: minimum 80 percent brick, stone, wood lap siding, fiber
         board, ceramic, or similar materials
      o trim/ornamentation: metal, concrete, brick, stone, wood, deco-
         rative concrete block
• Architectural Features Wrap around entire side visible from rights-of-
   way
• Articulation Not less than every 20 feet
• Base Panel: 18-30 inches
• Sign Band: 12-24 inches
• Blank Walls (without windows) are not permitted when facing a public
   right-of-way, parking area, or park

Permitted Signs
• Marquee
• Portable
• Projecting
• Roof
• Suspended
• Temporary
• Wall
• Window

Design Standards - Speedway Zone Industrial District (SZ-2)
    The Speedway Zone Main Industrial District (SZ-2) is also designed to be a mixed-use district. This area is primarily for light and heavy industrial uses, commercial uses, and retail uses, but unlike SZ-1, it is not suitable for residential uses. Green development standards are also incorporated into this district. These standards not only to reap the general ecological and energy efficiency benefits, but to also address the drainage problems associated with the area. In order to create the desired business district character, structures would have a maximum height of 60 feet and setbacks would be sufficient to separate structures. In addition, building form standards would be incorporated such limiting blank walls and regular building articulation or changes in facades to break up any large expanses of structures. Finally, appropriate sign standards that permit free-standing signs, as well as wall-

Green development standards are also incorporated into this district. These standards not only reap the general ecological and energy efficiency benefits, but to also address the drainage problems associated with the area.

mounted signs, would establish the desired character as well as sufficient business promotion. Suggested standards would be as follows (see the appendix for detailed standards):

Permitted Uses
• Eating and Drinking Establishments
• Manufacturing, Compounding, or Processing
• Municipal Uses
• Office Building
• Parks and Parkland
• Recreational Facilities
• Research and Development
• Retail Business
• Retail Sales
• Self-service Storage Facility
• Showrooms
• Trade and Industrial School
• Warehouse and Warehouse Facilities
• Uses similar to permitted uses

Site and Building Placement
• Maximum Lot Coverage by building: 70%
• Maximum Impervious Surface Coverage: 25%
• Minimum Setbacks
        o Front 25 feet
        o Corner Front 25 feet
        o Rear 20 feet

Building Form Standards
• Maximum Building Height 60 feet
• Building Articulation Required every 75 feet, may be accomplished using windows, change in building material, etc.
•Blank Walls Prohibited when adjacent to or visible from a public street

Permitted Signs
• Ground
• Identification
• Marquee
• Portable
• Projecting
• Roof
• Suspended
• Temporary
• Wall
• Window

Landscaping

- A buffer area shall be a minimum of five (5) feet in width and shall be provided along the common perimeter of the property. A buffer area is not in addition to the required yard areas.
- A minimum of one (1) deciduous tree, two (2) flowering landscape trees, and three (3) evergreen trees shall be provided within the buffer area per every fifty (50) linear feet measured along the property line, as well as any additional combination of flowers and shrubs.
- The buffer area shall be dedicated solely to landscaping. No buildings, pavement, parking, or outside storage is permitted within the buffer area. However, a brick or stone screen wall four (4) feet in height may be provided, or a berm may be provided, in combination with the required plantings. If a wall is provided, it shall be constructed of face-brick, brick or stone on the side that faces the adjacent property; the opposite side shall be a similar non-porous masonry material, except cinder or plain concrete block may not be used.

ACTION PLANS

MAIN STREET GOALS AND OBJECTIVES

The following Goals and Objectives were developed for the Main Street corridor. For each objective, action steps are outlined as the necessary steps for implementation and include the responsible party, resources, and completion date. In order to establish priorities, the completion date for each action step is broken down as follows:

- Short Term: 0-2 years
- Medium Term: 2-5 years
- Long Term 5-10 years

Goal	Objective	Timeline
Goal 1: Provide the tools necessary to improve the climate for retail business activity	1.1 Form the Speedway Mainstreet Organization	Long Term
	1.2 Create a targeted tax abatement program for small business expansion and attraction	Short Term
	1.3 Promote, attact and retain specialty shops in the downtown area	Medium Term
	1.4 Create a business improvement district for Main Street	Medium Term
	1.5 Attract downtown nightlife (bars, restaurants, etc.)	Medium Term
	1.6 Attract convenience, drug and apparel stores	Medium Term
	1.7 Implement a public information program	Medium Term
Goal 2: Provide the tools necessary to preserve the architectural character and history of Speedway's Main Street	2.1 Implement a façade grant program	Medium Term
	2.2 Implement design standards into local zoning and a building review process	Short Term
Goal 3: Improve parking and travel along Main Street	3.1 Improve existing parking lots	Short Term
	3.2 Improve wayfinding and use existing branding for the Speed Zone	Medium Term
	3.3 Implement and incorporate a community circulator program for Speedway that serves Main Street and the Speed Zone	Long Term

Goal	Action	Term
Goal 4: Create a safe Main Street	4.1 Implement Main Street Streetscaping Design	Short Term
	4.2 Install video surveillance cameras	Medium Term
	4.3 Increase patrol on foot, bike and car	Long Term
Goal 5: Create the Speed Zone as a destination through the showcasing of Speedway's history and culture	5.1 Increase awareness of the areas resources and history by displaying historical documents, artifacts and fine arts in a Speedway Community Historical Museum	Long Term
	5.2 Establish a public art or mural program to display Speedway's history and culture	Medium Term
	5.3 Create a wall-of-fame for racing along Main Street as well as gateway pieces within the Crawfordsville Road and Holt Road roundabouts	Short Term
	5.4 Establish a local cultural trail as a pedestrian and bicycle linkage to the Indianapolis cultural trail	Long Term
Goal 6: Re-embrace Main Street as the centerpiece of Speedway	6.1 Establish a Main Street events program	Long Term
	6.2 Continue Rockin' on Main Event	Short Term
Goal 7: Re-develop the Speed Zone in a way to reduce environmental impacts and improve the quality of life of Speedway residents	7.1 Adopt green development standards as part of the overall zoning for the Speed Zone	Short Term
	7.2 Provide mitigation for impacts to Dry Run Ditch through streambank restoration of Little Eagle Creek	Short Term
	7.3 Develop an interpretive nature park along Little Eagle Creek to provide green space within the Speed Zone as well as an educational opportunity for Speedway residents	Medium Term

Goal 8: Improve regional linkages as well as internal circulation within the Speed Zone	8.1 Realign 16th Street to improve the long-term viability of IMS and improve safety	Short Term
	8.2 Extend and realign Holt Road to 16th Street	Medium Term
	8.3 Reconfigure Main Street, 16th Street and Crawfordsville Road into one intersection for direct access to Main Street	Short Term
	8.4 Extend Gilman Street to Polco Street	Medium Term
	8.5 Realign Polco Street with 10th Street, 16th Street and the IMS track tunnel	Medium Term
	8.6 Reconfigure Olin Avenue and 10th Street intersection	Medium Term
	8.7 Vacate or realign Georgetown Road to improve safety buffering and long-term viability of IMS	Short Term
	8.8 Vacate Grande Avenue between Allison facilities to improve safety and long-term viability of Allison operations	Medium Term
	8.9 realign 10th Street to improve safety and improve productivity of Allison facilities	Short Term
Goal 9: Improve regional north-south thoroughfares to better serve Speedway and the Speed Zone	9.1 Extend Holt Road from 16th Street to 30th Street and eventually to I-65	Long Term
	9.2 Improve Lynhurst Drive and Moeller Road for a direct North-South connection to 38th Street	Long Term

Goal 10: Ensure linkages for regional transit and alternative transportation opportunities	10.1 Develop a transit center for linkage with the IndyGo bus system, multi-use trails, and potential identified rapid transit routes in the DiRecTionS study	Long Term
	10.2 Develop sidewalks throughout the Speed Zone	Short Term
	10.3 Develop multi-use trails along Main Street, 10th Street, 16th Street, and Holt Road	Short Term
	10.4 Ensure connection to regional trail networks such as those planned along the Crawfordsville Road corridor and the B&O railroad right-of-way	Long Term

Goal 1: Provide the tools necessary to improve the climate for retail business activities

Objective 1.1: Form Main Street Organization

The National Trust Main Street Center helps communities of all sizes revitalize their traditional historic commercial districts. The Center is the nation's leader in preservation-based revitalization, providing assistance, information, and leadership to grassroots-based organizations in more than 1,900 downtowns and neighborhood business districts around the country.

Local Main Street programs must be a volunteer-driven effort that has support and participation from a variety of stakeholders in the revitalization effort. These local programs are most often freestanding, nonprofit organizations or part of an existing organization (with a community development corporation, business improvement district or other economic development organizations).

Each local Main Street program establishes a broad-based governing board that includes a variety of representatives from the community. The board (or steering committee in an existing organization) guides policy, funding, and planning for Main Street. An average-sized Main Street program usually has 40 to 60 active volunteers working on revitalization planning and implementation. Smaller downtown districts may have fewer active volunteers. Four separate committees are established to encompass Organization, Design, Promotion and Economic Restructuring.

The local Main Street program hires a director to manage the program, coordinate volunteers, assist with program implementation, and act as a primary spokesperson for the organization. Staff members report to the governing board/steering committee. Depending on local needs and resources, the organization may hire more than one staff member. Often, additional staff will focus on a specific aspect of the revitalization effort, such as business development, property development, or coordination of promotional activities.

Main Street program budgets vary according to the size of the commercial district. They typically range from $45,000-$100,000 annually. Local Main Street programs raise their own funds for projects and operations. Sources of funding include the public sector (city, county, etc.) and private sources, such as business and property owners, residents, small corporate or foundation grants for projects, and earned income (from promotional/fund-raising events or contracts to provide services).

	Action Step	Responsible Party	Resources	Completion Date
1	Apply for Main Street Designation	SRC	Office of Community & Rural Affairs	Short Term
2	Incorporate Organization	SRC	Town Attorney	Short Term
3	Create Main Street Board of Directors	SRC, Town Council, Town Manager		Medium Term

	Action Step	Responsible Party	Resources	Completion Date
4	Create Budget	Main Street Board of Directors	Office of Community & Rural Affair	Medium Term
5	Create and Post job listing for Main Street Director	Main Street Board of Directors	Office of Community & Rural Affair	Medium Term
6	Develop fund raising strategy	Main Street Board of Directors, Main Street Director	Office of Community & Rural Affair	Medium Term
7	Develop work plan	Main Street Board of Directors, Main Street Director	Office of Community & Rural Affairs	Medium Term
8	Schedule regular meetings	Main Street Board of Directors, Main Street Director	Meeting facility	Medium Term
9	Promote Main Street Program	Main Street Board of Directors, Main Street Director	Flyers, campaign, logo, advertisements, media spots	Medium Term

Objective 1.2: Create a targeted tax abatement program for small business expansion and attraction

Communities use tax abetments as tools to expand their economy by increasing or maintaining the basic employment base, encourage redevelopment of deteriorated areas, and stimulate investment in specific areas. Once a tax abatement is approved on the improvements of the small business, property taxes are then phased in based on the increased assessed value.

Offering tax abatements helps the community by:

- Forming relationships with employers to create and maintain jobs
- Allowing the community to compete with other communities for new employers
- Encouraging new investment into deteriorated areas of the community
- Creating a larger tax base
- Creating additional revenue for local government
- Building a stronger local economy

	Action Step	Responsible Party	Resources	Completion Date
1	Establish definition of qualifying business	Town Attorney, Town Council	Indiana Code	Short Term
2	Create schedule for abatement process	Town Attorney, Town Council, MDC	Town Attorney	Short Term
3	Pass tax abatement ordinance that apply to small businesses	Town Council, SRC/MDC	Town Attorney	Short Term
4	Follow schedule for tax abatement process that includes periodic public meetings	Town Council	Facilities for public meetings	Ongoing

Objective 1.3: Promote, attract and retain specialty shops in the downtown area

Business recruitment is a proactive process in which the community develops marketing materials and attracts businesses that are desired in their business district. Recruitment and marketing materials include: market analysis data, a letter of introduction about the downtown, highlights of the community, traffic/pedestrian volume, major employers/business of the area, available commercial space, current downtown property owners/businesses, etc. These materials are used by the town to encourage businesses to locate downtown. Attracting businesses involves generating leads of potential businesses which may want to locate downtown, contacting these businesses, and potentially visiting them or having them visit the city. Following this process, a pitch is made to the businesses on why they should locate downtown and why the community wants them to locate downtown.

	Action Step	Responsible Party	Resources	Comple-tion Date
1	Establish business recruitment team	Chamber of Commerce, SRC		Medium Term
2	Research market analysis, business mix, desired business environments, available facilities, business assistance funds	Business Recruitment Team		Medium Term
3	Advertise and promote downtown Speedway for businesses	Business Recruitment Team	Media advertisements for internet, radio, newspapers, community flyers	Short Term and Ongoing

Objective 1.4: Create a business improvement district

A business improvement district (BID) involves the partnership of the public and private sectors in which an area is defined and contributions are given to the maintenance, safety, and promotion of the district. A BID is modeled after regional shopping malls where tenants pay a fee that goes to the maintenance and promotion of the whole mall. These fees are assessed to the property owner who can in turn assess it to the tenant if the lease allows. Business improvement districts are established in the Indiana Code under Economic Improvement Districts (IC-36-7-22).

	Action Step	Responsible Party	Resources	Completion Date
1	Establish BID board of directors	SRC	Knowledge of those interested, at least 3 members, and majority of members own property within BID	Medium Term
2	Petition filed for the establishment of district	BID Board of Directors, Town Attorney	Boundaries of district, name/address of parcel owners, description of projects, proposed revenue collected, and majority of owners' signatures	Medium Term
3	Public Hearing	Town Council		Medium Term
4	Adoption of Ordinance	Town Council		Medium Term
5	Establishment of Economic Improvement Fund	BID Board of Directors	Funds received from assessment revenue	Long Term
6	Begin implementation of projects outlined in petition	BID Board of Directors, Town of Speedway, BID property owners	Economic Improvement Funds and detailed project descriptions from petition	Long Term

Objective 1.5: Attracting downtown nightlife (bars, restaurants, micro breweries)

Bars, restaurants and micro breweries can contribute to downtowns rejuvenation by attracting local residents and tourists to the area. They are places where people gather together during the evening hours and can be an attraction that keeps people downtown past normal business hours. A good mixture of bars, restaurants and micro breweries would help create a balance for attracting people downtown throughout the evening. It is important to consider areas where nightlife would be desired and areas where nightlife would be discouraged. Allowing nightlife along Main Street would contribute to the theme of this area being a destination center for both tourists and residents. Bars can be dispersed along Main Street or clustered in a single area.

Restaurants are essential components to a vibrant, mixed use business district. They attract residents, tourists, and downtown employees. In many downtowns, restaurants are the largest retail category. A popular restaurant can often spark other restaurants to open in the area. Independent (local) restaurants often are attracted to downtowns due to the architectural character. A possible way of attracting restaurants to locate downtown is with a Forgivable Loan Program. This program would only apply to a designated area such as a Business Improvement District (BID) or Tax Increment Finance (TIF) District and would provide forgivable loans of up to one-third of the total costs associated with the conversion of a storefront for use as a restaurant. This funding could come from the income of the TIF or BID districts.

Micro breweries are becoming an increasingly popular restaurant/bar theme that often acts as a destination restaurant. Micro brews are attracted to opening in interesting historic buildings or districts; however these buildings must be large enough to hold brewing machinery and restaurant facilities. Before attempting to recruit a micro brew to the area, market studies and data must be examined to determine if this specialty restaurant/bar would be able to survive in the market. State and community laws must also be reviewed to ensure that breweries are allowed. When looking for a potential micro brewery owner, contact the Restaurant and Hospital Association of Indiana, the Brewers of Indiana Guild or area breweries for help.

Action Steps, Responsible Party, Resources, & Completion Date

	Action Step	Responsible Party	Resources	Completion Date
1	Organizing a Down-town Restaurant Committee	SRC, Indiana Main Street Organization	Interested members	Medium Term
2	Determining the Market	Downtown Restau-rant Committee	Market Research Analysis	Short Term
3	Understanding local and state laws	Downtown Restau-rant Committee	Town Attorney	Short Term and Ongo-ing

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	Action Step	Responsible Party	Resources	Completion Date
4	Inventory of available space	SRC	Buildings/Land for sale	Short Term and Ongoing
5	Financial resource help to downtown restaurants, bars, micro breweries	Downtown Restaurant Committee, Town Manager, Town Council	Money	Ongoing
6	Recruiting downtown restaurant, bar, and micro brew owners	Downtown Restaurant Committee	Interested restaurant owners database	Ongoing

Objective 1.6: Attracting convenience, drug and apparel stores

There are several ways of attracting either a national chain or locally owned convenience, drug or apparel store. The primary indicator if your community could effectively accommodate a convenience/drug store is to review a market study for the area. This will help you understand what type of chains, franchise or locally owned businesses would work downtown.

	Action Step	Responsible Party	Resources	Completion Date
1	Create Retail Focus Team	SRC		Medium Term
2	Know your market and the businesses that would fit	Retail Focus Team	Main Street Market Analysis	Medium Term
3	Create a list of national or regional chains, franchises or businesses	Retail Focus Team	Retail Wish List	Short Term
4	Identify potential obstacles to businesses opening	Retail Focus Team		Short Term
5	Contact real estate offices of chains	Retail Focus Team	List of chain's real estate contact or sales offices of franchises	Medium Term and Ongoing
6	Identify available financial tools and building improvement assistance	Retail Focus Team, Lending Institutions, government		Medium Term and Ongoing

Objective 1.7: Implement a public information program

Communication is necessary for a successful downtown. Several different communication outlets can be used to promote activities and changes occurring in the downtown. With continual technology and World Wide Web growth, communities are realizing that the internet is an integral element in creating and maintaining successful downtowns. Community websites that are interactive and informational for both residents and visitors are created to inform them of opportunities and attractions the community has to offer. Since the internet connects millions across the globe, the internet can act as a primary source of marketing for the community. Another source of communication communities often use are quarterly newsletters distributed to residents that provide updates on Main Street projects and events. Both communication tools are good sources for advertising and help attract citizens, tourists and businesses to the downtown.

	Action Step	Responsible Party	Resources	Completion Date
1	Create a Communications Board	Indiana Main Street Organization	Interested citizens, local business owners	Medium Term
2	Find web-designer/manager and newsletter editor	Communications Board	Web-design companies, skilled local residents	Medium Term
3	Consult with web-designer and editor on elements to incorporate	Communications Board, web-designer, editor	Community input, local businesses, Town of Speedway, Town Manager	Medium Term
4	Publish website and newsletter; update	Communications Board, web-designer, editor	Computer software, printers	Medium Term and Ongoing

Goal 2: Provide the tools necessary to preserve the architectural character and history of Speedway's Main Street

Objective 2.1: Implement a Façade Grant Program

This program helps improve the character of your downtown by offering funding opportunities to commercial property owners or business owners to encourage building façade restorations or improvements. By improving the appearance of the commercial core, potential increase in business revenue, increased property value and renewed civic pride could result. Storefront improvements do not have to be costly. A fresh coat of paint, new signage, awning, lighting fixtures, flower boxes or planters can improve the look of a building and the overall ambience of Main Street.

There are several different ways in providing façade improvement opportunities to business owners. Funds can be offered through grants or no/low interest loans. The city can offer these funds through city budgets, fund raising or Community Development Grants issued by the Central Indiana Community Foundation. A Revolving Loan Program allows money to be issued for community improvement activities but must be paid back after a period of time. The paid back money is then available for another loan issuance and continues to replenish the funds by continually offering loans.

	Action Step	Responsible Party	Resources	Completion Date
1	Revolving Loan or Indiana Preservation Grants	SRC	The Central Indiana Community Foundation, Historic Landmarks Foundation of Indiana	Short Term
2	Create program guidelines and determine payment distribution	SRC, Town Council		Short Term
3	Advertise and promote program to local businesses and property owners	SRC	Flyers, Meetings, Printed Materials	Short Term
4	Follow guidelines to review applications and award qualifying applicants	SRC or Town Council	Money from loans or grants	Short Term

Objective 2.2: Implementing design standards into the building review process

Design standards are guidelines for development (or redevelopment) that reflect local design priorities and concerns. They also recommend how future residential, commercial and industrial development should be constructed to be more compatible and better blend into the community. Design guidelines can apply to the entire community or districts can be created in which the guidelines specifically address and regulate the character of that area.

There are several ways to implement and use design guidelines. Development and redevelopment projects must comply with the standards throughout the approval review process. Once the development project has complied with the guidelines, a certificate of design compliance is granted. Under this program, a building permit cannot be issued until a certificate of compliance is granted. This process enforces development projects to comply with the design standards the city sets forth. Design standards specifically for a downtown district commonly regulate building setbacks, building materials, colors, building height, entry ways, windows, lighting, signage and/or historic rehabilitation/restoration. However, standards can be extremely in depth within those categories and can also regulate neighborhood design, greenspace, parks, parking and many more elements.

	Action Step	Responsible Party	Resources	Completion Date
1	Create Design Standard Board	SRC	Interested members	Short Term
2	Draft Design Standard Code	Design Standard Board, DMD	Planning Consultant	Short Term
3	Submit code for approval into zoning	Design Standard Board, MDC, City/County Council, Town Council		Short Term
4	Create Design Standard Review schedule	DMD	Facility	Short Term
5	Review building proposals	DMD	Facility	Ongoing

Goal 3: Improve parking and travel along Main Street

Objective 3.1: Improve existing parking lots

Parking on Main Street should adequately serve tourists, residents and business employees without detracting from the compact design that creates a successful Main Street. Therefore, parking lots should be kept small and close to businesses while larger parking lots should have landscaping features in order to prevent unsightly areas in the downtown. Each parking lot, indifferent in size, should be appropriately maintained to make parking and traveling easy for those visiting downtown while blending in with the desired character of Speedway.

	Action Step	Responsible Party	Resources	Completion Date
1	Apply for Community Improvement grants or allocate in city budget	Town Council, Town Manager, Redevelopment Steering Committee	The Central Indiana Community Foundation or city budget	Short Term
2	Increase lighting in parking lots	Town Council, Town Manager, business owners	Community Improvement funds	Medium Term
3	Post parking lots with directional/regulating signage	Town Council, Town Manager, BID	Community Improvement funds	Medium Term
4	Maintain pervious parking surfaces	Town Council, Town Manager, BID	Transportation fund	Ongoing

Objective 3.2: Improve wayfinding and use existing branding for downtown

A brand is a marketing strategy in which a place or product establishes its own personality that aids in distinguishing itself in a person's mind. A downtown can have a branding program in which a specific image is established that the downtown wants to portray. The Redevelopment Steering Committee created a brand for the Redevelopment Area, "The Speed Zone". This branding image can be incorporated into Speedway's wayfinding system that is intended to guide visitors to destinations in the downtown and around Main Street. The wayfinding system should be for automobile travelers, pedestrians, and bicyclists and includes signage throughout the community that lets visitors know where they are. Wayfinding can be in the form of public art, street lighting or signage (banners, directional maps, welcoming signs, etc).

	Action Step	Responsible Party	Resources	Completion Date
1	Create branding and promotional plan	Indiana Main Street Organization	Banners, flyers, marketing tools	Short Term
2	Hold fund raisers	Indiana Main Street Organization		Ongoing
3	Establish Design Standards	Indiana Main Street Organization	Consultant	Short Term

Objective 3.3: Implement and incorporate a community circulator program for Speedway that serves Main Street

Community circulators are smaller units of a transportation system such as small buses or vans that service select areas. Community circulators could help bring visitors to Main Street from other areas within Speedway, act as a transportation connector to downtown Indianapolis and act as additional traffic mitigation during racing events. This transportation service helps both Main Street and the entire community by offering alternative transportation options to commute to Speedway and further shop along Main Street.

	Action Step	Responsible Party	Resources	Completion Date
1	Improve relationship with IndyGo	SRC, Speedway Transportation Committee		Medium Term
2	Research existing programs (United We Ride)	Redevelopment Commission, Redevelopment Steering Committee	Literature on existing programs / IndyGo	Medium Term
3	Receive technical assistance in implementing program	Redevelopment Commission	Transportation consultant, regional transportation ambassador	Medium Term

Goal 4: Create a safe Main Street

Objective 4.1: Implement Main Street Streetscaping Design

When establishing Main Street as a destination, safety is an important aspect. If an area is perceived as unsafe, it becomes a more difficult task to attract businesses to locate in the area and residents to visit there. People feel safer when areas are well lit and visible. In order for tourists and residents to feel safe along Main Street in evenings, there must be appropriate lighting along streets, sidewalks, paths and parking areas.

	Action Step	Responsible Party	Resources	Completion Date
1	Apply for Community Improvement grants	SRC	The Central Indiana Community Foundation, Indiana Office of Rural & Community Affairs	Short Term
2	Incorporate additional opportunities in City Budget	Town Manager, Town Council	Town Budget	Short Term
3	Bid for construction			Medium Term

Objective 4.2: Install video surveillance cameras

An additional step to ensure that Main Street visitors feel safe is the presence of surveillance cameras. Not only do surveillance cameras add additional safety to a visitor's piece of mind, they also provide additional security to business owners. The presence of surveillance cameras along Main Street helps portray a community that welcomes and protects businesses and could ultimately entice additional businesses to open along Main Street.

	Action Step	Responsible Party	Resources	Completion Date
1	Determine area of need	Town Council, Town Manager, Chief of Police		Short Term
2	Pass ordinance for electronic policing	Town Council, Town Manager, Chief of Police	Town Attorney	Short Term
3	Apply for Community Improvement Grants, Homeland Security Grants	Town Council, Town Manager, SRC	The Central Indiana Community Foundation, Indiana Department of Homeland Security	Short Term
4	Incorporate surveillance cameras in Police Budget	Town Manager, Chief of Police, Town Council	Police Budget	Short Term
5	Order surveillance cameras	Town Manager, Police Chief, Town Council	Money from police budget or grants	Short Term
6	Install surveillance cameras	Town Manager		Short Term

Objective 4.3: Increase patrol on foot, bike and car

Additional actions that cities can utilize to better the safety downtown is additional police presence. Additional police throughout the community can help create the feel of a safe and protected community for residents, tourists and business owners. A successful Main Street increases pedestrian traffic to the area. In order to provide security to the downtown district, police patrol on foot or bike can help ensure safety along Main Street.

	Action Step	Responsible Party	Resources	Completion Date
1	Assess current man power needs	Police Chief, Town Manager, Town Council	Police budget	Medium Term
2	Assess current and future equipment needs	Police Chief, Town Manager, Town Council	Police budget	Short Term
3	Hire additional police (if needed)	Police Chief, Town Manager, Town Council	Police budget	Medium Term
4	Purchase additional equipment (if needed)	Police Chief, Town Manager, Town Council	Resources: Police budget	Medium Term
5	Develop new tactic and patrol routes	Police Chief, Town Manager, Town Council	Police budget	Medium Term

Goal 5: Create Speedway Main Street as a destination through the showcasing of Speedway's history and culture

Objective 5.1: To increase awareness of the areas resources and history by displaying historical documents, historical buildings, archeological artifacts, and fine arts in a Speedway Community Historical Museum

Historic Tourism or Cultural Heritage Tourism is a method which communities have utilized to highlight their historic, unique, and authentic cultural amenities within their town or region to encourage tourism. This type of tourism allows communities to save their heritage, encourage community pride, and gain economic benefits. Of those traveling within the United States in 2002, over 80 percent were considered "cultural heritage travelers" who visit or participate in historic activities within their travels.

	Action Step	Responsible Party	Resources	Comple-tion Date
1	Create a Speedway Historical Society	SRC	Indiana Historical Society, Interested Citizens, Indianapolis Cultural Development Commission	Medium Term
2	Inventory of historical artifacts and locations which would be needed to necessitate a historical museum	Speedway Historical Society, Indiana Main Street Organization	National Register for Historic Places, Indiana Historical Society, IMS Museum, Historic Preservationist	Short Term
3	Determine the availability and affordability of a location for the museum	SRC, Indiana Main Street Organization	Historic Preservationist, Real Estate Agent, and Structural Engineer	Medium Term
4	Obtain necessary funding to secure a location, repairs or upgrades to the building, and ongoing maintenance	Speedway Historical Society, SRC, Indiana Main Street Organization	Indiana Historical Society, Historic Landmarks Foundation of Indiana, Indianapolis Cultural Development Commission	Medium Term
5	Produce promotional materials for the historical museum	Speedway Historical Society	Grant funding, Marketing Firm	Medium Term
6	Utilize location as visitor's center in conjunction with historical museum	Speedway Historical Society, Indiana Main Street Organization	Community volunteers	Medium Term and Ongoing

Objective 5.2: Establish a public art or mural program to display Speedway's history and culture

Promoting and accommodating public art and murals in a community helps increase the awareness and accessibility to the arts. Art and murals throughout the city can help create an identity to the community while improving the community's character and look. Public art and mural programs are usually created through working relationship between a regional arts/culture council and the city.

There are several ways to incorporate public art and murals to your downtown. Several communities that welcome public art and murals have created ordinances that set guidelines for financing, incorporating and maintaining public art downtown. The majority of ordinances incorporated the following elements:

- Allocation of one percent to one and a half percent of the City's capital improvement project budgets to go towards public art
- Creation of an Arts Council
- Public Art Account – Money from grants, donations or allocations from project/development costs

While many communities that have Public Art Programs rely on funds from capital improvement funds or development investments, funds can also come from grants. The Arts Council of Indianapolis is the administrator for art funds in the Indianapolis area. The Arts Council awards several grants as an incentive for developing and strengthening the capacity of communities to plan and implement quality arts activities and has a strong public arts program. They award grants to non-profit entities in Marion County to support art activities and projects in numerous forms.

	Action Step	Responsible Party	Resources	Completion Date
1	Create a Local Arts Council	Redevelopment Steering Committee	Local Residents, Arts Council of Indianapolis	Medium Term
2	Apply for Arts Council of Indianapolis Grants	Speedway Arts Council	Grant Writer	Medium Term
3	Submittal of designs for public art piece or mural	Local artisans and students, Speedway Arts Council, Arts Council of Indianapolis	Local artisans, art students, grant money	Medium Term
4	Production of public art piece or mural in the downtown	Speedway Arts Council, Arts Council of Indianapolis	Grant money, community volunteers, Town Manager, Town Council	Medium Term

Objective 5.3: Create a heritage wall for Indianapolis Motor Speedway along Main Street

A heritage wall allows a community to commemorate stories and people of the past and present that have influenced the community. While it is important for Main Street to have an identity of its own, the Speedway community wants to continue to embrace and share Main Street with the legendary Indianapolis Motor Speedway. A heritage wall would display the history of the Town of Speedway, Indianapolis Motor Speedway and race winners. The heritage wall provides a linkage for both the community and tourists between Main Street and IMS to incorporate the future of the community while celebrating the past.

	Action Step	Responsible Party	Resources	Completion Date
1	Create Committee of citizens and IMS Museum staff	SRC, Local Arts Council, Local Historical Society, Indiana Main Street Organization	IMS Museum, Indiana Historical Society	Medium Term
2	Find funding/grants	Heritage Wall Committee	Grant writer, Central Indiana Community Foundation, private donations	Short Term
3	Create wall design	Heritage Wall Committee	Local artists	Medium Term
4	Build wall	Heritage Wall Committee	Grant money or donation money, construction crew	Medium Term

Objective 5.4: Establish a local cultural trail as a pedestrian and bicycle linkage to Indianapolis' cultural trail

A cultural trail can take on many differing forms depending upon the community. Indianapolis has recently begun construction of their cultural trail as a pedestrian and bicycle linkage of various neighborhoods, cultural and entertainment districts in the community. The trail is highlighted with public art which reflects the districts highlighted in the trail. The Indianapolis Cultural Trail offers Speedway a great opportunity as an additional link to downtown Indianapolis through art and culture. Asheville, North Carolina has an urban trail which is a 1.7 mile long "art museum without walls". The public art is divided into stops within five districts which depict stories about the history and heritage of the town. Asheville utilizes the trail as a tourism aspect in which guides can lead groups along the trail. Overall, the main goal of a cultural trail is to connect various historic and cultural amenities of a community along with incorporating public art to enhance the experience along the trail.

	Action Step	Responsible Party	Resources	Completion Date
1	Establish Organization in support of trail	SRC. Town of Speedway, Speedway Trails Committee	Interested citizens	Medium Term
2	Identify goals of the trail	Local Cultural Trail Organization, Indianapolis Cultural Trail, Speedway Trails Committee		Medium Term
3	Determine where trail will run	Local Cultural Trail Organization, Indianapolis Cultural Trail, Speedway Trails Committee	Transportation consultant, planning firm, Town Council, Department of Metropolitan Development	Short Term
4	Identify funding sources	Local Cultural Trail Organization, Speedway Trails Committee	Arts Council of Indianapolis , private donors, Central Indiana Community Foundation, Grant Writer	Medium Term
5	Obtain Request for Proposals	SRC	Local artists, community volunteers	Medium Term
6	Marketing Campaign for Trail	Local Cultural Trail Organization	Grant money, foundation money, marketing firm, marketing materials	Medium Term
7	Construction of Cultural Trail	Town of Speedway, City of Indianapolis	Grant or foundation money, construction crew	Long Term

Goal 6: Re-embrace Main Street as the centerpiece of downtown Speedway

Objective 6.1: Establish Main Street events program

Main Street events are held throughout the year to encourage residents to come to Speedway's Main Street. Consistency is the key with downtown events, such as holding them seasonally or monthly. These events can be highlighted in the promotional campaigns and advertising done by the common promotional program. Types of Main Street events include: concert series, summer movie series, farmer's market, festivals/carnivals, group activities such as a exercise or walking program, car shows, theme days downtown, special shopping days when stores offer discounts, mixers or networking events, specific holiday events (trick or treating, holiday caroling, Easter egg hunt, etc.), art shows, etc. One of the most common events that many downtowns use is a First Friday event in which the first Friday of every month, the Main Street is celebrated and various businesses along Main Street offer special discounts and entertainment. However, it is most important to remember it is not the type of event, but the consistency of holding events downtown in which residents can rely on a regular schedule knowing they can be entertained downtown.

	Action Step	Responsible Party	Resources	Completion Date
1	Establish Main Street Events Committee to coordinate, plan, and hold events	SRC, Indiana Main Street Organization	Residents, business owners, Chamber of Commerce	Short Term
2	Establish market area which trying to reach with program	Main Street Events Committee	Marketing PR firm	Short Term
3	Utilize Promotions and Branding Plan to aid in identifying events to hold	Main Street Events Committee	Promotions and branding plan	Short Term
4	Develop a Main Street events calendar to help with coordination of events	Main Street Events Committee		Short Term and Ongoing
5	Incorporate desired events	Main Street Events Committee	Town budget, community foundation grants	Short Term and Ongoing

Objective 6.2: Continue Rockin' on Main Event

	Action Step	Responsible Party	Resources	Completion Date
1	Coordinate with interested participants, Main Street businesses, motor sports businesses, IMS	Main Street Events Committee, Chamber of Commerce	Donations and community volunteers	Short Term and Ongoing
2	Establish date of event	Main Street Events Committee, Chamber of Commerce	Main Street Events Calendar	Short Term and Ongoing
3	Advertise in local newspapers, on local radio, and contact local car clubs to receive participants	Main Street Events Committee, Chamber of Commerce	Local media outlets, promotional materials	Short Term and Ongoing

PUBLIC PARTICIPATION

SPEED ZONE MASTER PLAN

PUBLIC PARTICIPATION PROCESS

The Speed Zone Master Plan outlines five main goals in the public participation process. These include

- o Awareness
- o Education
- o Input
- o Interaction
- o Partnership

Each of these goals has methods in which the public can participate from direct mailings, the web, and presentations to workshops, stakeholder engagement, and surveys.

The public participation process is incorporated into the six phases of the planning process for the Speed Zone Master Plan. These phases are plan organization, market analysis and area profile, visioning for the development plan, action planning and development strategies, plan finalization, and implementation and evaluation. Each of these phases contains opportunities for the public to input ideas, comments, and/or concerns.

SPEED ZONE STEERING COMMITTEE

The Speedway Redevelopment Commission appointed eighteen members to serve on the Speed Zone Master Plan Steering Committee. These individuals are residents, business owners, city officials, and/or community leaders acting on behalf of the public interest in the process. The members include:

- o Mike Bass, Praxair Surface Technologies
- o Steve Bishop, Citizen Representative
- o Kevin Forbes, Indianapolis Motor Speedway
- o Bill Golay, Speedway Town Council
- o Paul Guenin, Allison Transmissions
- o Jim Jones, Allison Transmissions
- o Scott Harris, Speedway Redevelopment Commission
- o Keith Holdsworth, City of Indianapolis Division of Planning
- o Ken Hull, Speedway Public Schools
- o Amy Inman, Indianapolis Metropolitan Planning Organization
- o Nancy Lawrence, Speedway Public Schools
- o John McCurtain, Town of Speedway
- o Tim Neimen, Indy Racing League
- o Gary Raikes, Speedway Town Council
- o Tim Ramion, Speedway Parks
- o Trent Strader, Citizen Representative

Members of the Speed Zone Steering Committee met approximately every month since August 2006. Steering committee members play a key role in

building public consensus for the project and also are decision makers on the contents of Speed Zone Master Plan

SPEED ZONE WEBSITE

The Speedway Redevelopment Commission website, www.redevelopspeedway.com continues to be a great source of information for those looking to get more information about the Speed Zone Redevelopment Area and the redevelopment process. Information posted on the website includes:
- o the mission of the Redevelopment Commission
- o agendas and minutes from the Redevelopment Commission's executive and regular session meetings
- o information about upcoming public meetings (such as Into the Back Stretch: Master Plan Unveiling)
- o master plan concepts from the Speed Zone Work Zone
- o maps outlining the Speed Zone
- o answers to commonly asked questions
- The Redevelopment Commission is also accessible to the public through email, SRC@townofspeedway.org

DIRECT MAILINGS

Postcard mailings advertising the public meetings were sent to approximately 300 households in Speedway along with an additional 200 distributed by the members of the Speed Zone Steering Committee and the Speedway Redevelopment Commission. For the three public meetings, Carburetion Night, Speed Zone Design Workshop, and Into the Back Stretch: Plan Unveiled, approximately 500 direct mailings were sent to residents per meeting. Posters were also used to advertise the public meetings and were placed in numerous buildings throughout the town.

CARBURETION NIGHT

The first public meeting, Carburetion Night, was held at Speedway High School on October 12, 2006. Approximately 200 people were in attendance to hear about the redevelopment process and designation of the redevelopment area as the Speed Zone.

Attendees were also enlightened with a presentation by Laura Adkins, a Program Officer for The National Trust Main Street Center. Ms. Adkins addressed the redevelopment efforts taking place in Washington, D.C., and their potential to be used in other locations, such as Speedway.

The public was also given a chance to ask questions of Ms. Adkins, Scott Harris, the President of the Speedway Redevelopment Commission, and Shane Burkhardt, AICP, the project manager from American Structurepoint, Inc.

www.redevelopspeedway.com
The Speedway Redevelopment Commission website is an alternative source of information

SPEED ZONE MASTER PLAN

CONSUMER PREFERENCE SURVEY

Over 4,500 surveys were sent out at random from American Structurepoint, Inc., in mid January 2007. Surveys were to be returned by February 1, 2007 giving households between 1 – 2 weeks to return them. Surveys were produced in both English and Spanish languages. Both copies of the survey were sent to each household in attempts to include the vast majority of the population and increase the return rate for the survey. 542 surveys were returned and recorded by American Structurepoint staff. 139 surveys were returned to American Structurepoint as addressed to those who did not live at that location; these surveys were not included in calculating the total rate of return for surveys. With these surveys removed, this produced a return rate of 12 percent.

Surveys were sent to both residents and non residents of Speedway to help gauge the potential market demand within the Speed Zone Redevelopment Area along with what types of goods would be in demand. The survey helped identify a market gap in Speedway in which services are not being offered, causing residents to travel other locations. Speedway can take advantage of this market gap by offering these services to its residents.

STAKEHOLDER MEETINGS

Due to the location of the Speed Zone Redevelopment Area along with the nature of the redevelopment process, it was important for various stakeholders to be identified and kept informed about the project. Individuals from the American Structurepoint, Inc., consulting team, Speedway Redevelopment Commission, and Speed Zone Steering Committee met numerous times with individuals from the Indianapolis Motor Speedway, Praxair, Allison Transmission, and the Main Street business, as well as others.

SPEED ZONE DESIGN WORKSHOP

This design workshop was held at the Brickyard Crossing Resort at the Indianapolis Motor Speedway on November 16 -18, 2006. The intent of this 3-day long design process was to produce potential master plan concepts with the aid of citizens' visions and professional expertise. Speed Zone Design Workshop was done injunction with Ball State University's College of Architecture and Planning. Students and faculty participants through public inspiration developed three concept plans for the Speed Zone. These plans were also supported by character sketches done by many of the students.

Within this three day process over 200 participants attended. Many attendees were part of organized focus groups which discussed the strengths, weaknesses, opportunities, and threats to the Speed Zone Redevelopment Area. This open dialogue also allowed the participants to explain their specific vision for the area. There were over 13 focus group meetings which included:

High School Students, College Students, Church Members, Main Street and Main Street Businesses, Old Neighborhood Association, Police and Fire, Education, Senior Citizens, Middle – Aged Residents, and the Redevelopment Commission

The public was also given a chance to be heard through individual interviews. During the more than 50 interviews, persons were asked similar questions to those of focus groups and were given the opportunity to describe their vision for the redevelopment area. Attendees were also invited to comment and interact with any member of the "design team" who worked on producing the images of the public's vision. At the end of Speed Zone Design Workshop, three concept plans, or visions, for the redevelopment area were presented to the public

Vision 1

Guiding principles:
- Automotive innovation and sheer energy
- Plan Highlights:
  - High-tech industrial park at Polco and 10th
  - Energy "farm" –
  - Wind turbines, solar arrays, or bio-fuels plant
  - Entertainment District –
  - IMS hotel and museum, nightlife and retail shops
  - Infill Development along Main Street
  - Two new housing "villages"

Vision 2

Guiding principles:
- Year-round destination experience
- Plan Highlights:
  - Realignment of 16th Street and Crawfordsville Road
  - Community Gathering Place –
  - Amphitheater, skating rink, plazas, and a farmers' market
  - Retail "Main Street" along Crawfordsville Road
  - Potential transit hub for regional connections
  - Infill Development along Main Street
  - New Town Center at Main and Crawfordsville
  - New light industrial and office development
  - Residential Townhome development

Vision 3

Guiding Principles:
- Pedestrian-Oriented Entertainment District
- Plan Highlights:
  - Below-grade, sunken, 16th Street
  - Campus-like entertainment and retail district –
  - Plazas, IMS hotel and museum, restaurants and nightlife
  - Potential transit hub
  - Residential townhome development
  - "Traditional" Main Street character
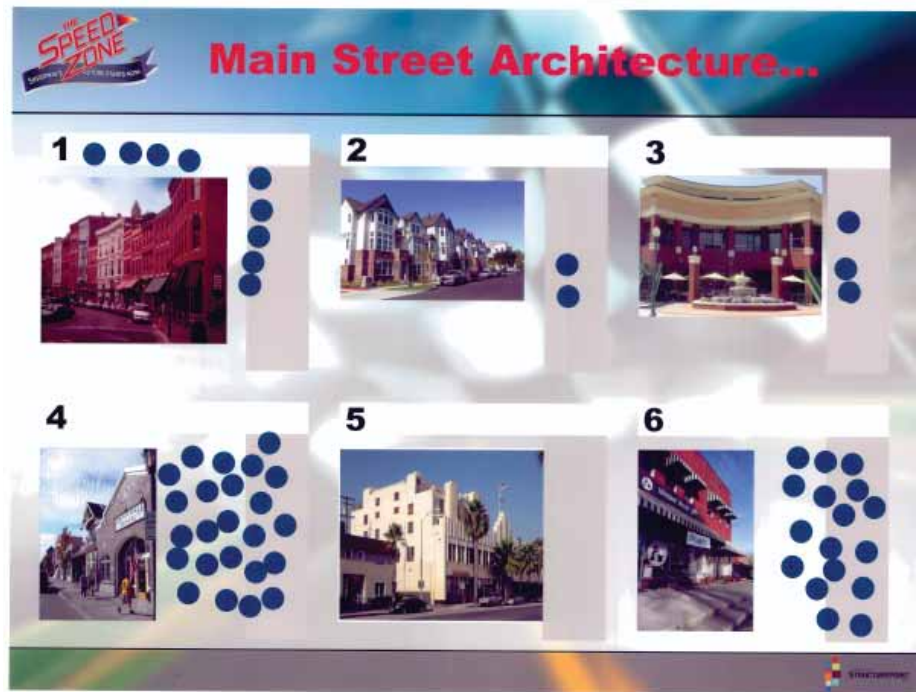 - Industrial Development

Each of the three visions were posted on the redevelopment website along with three physical locations, the Speedway Library, Dawson's on Main, and Charlie Browns. Residents were asked to visit the website or the locations to view the three concepts and provide a personal critique of each of them. The public was able to "score" each of the concepts and also provide comments about them. These comments were taken into consideration in the production of the final master plan.
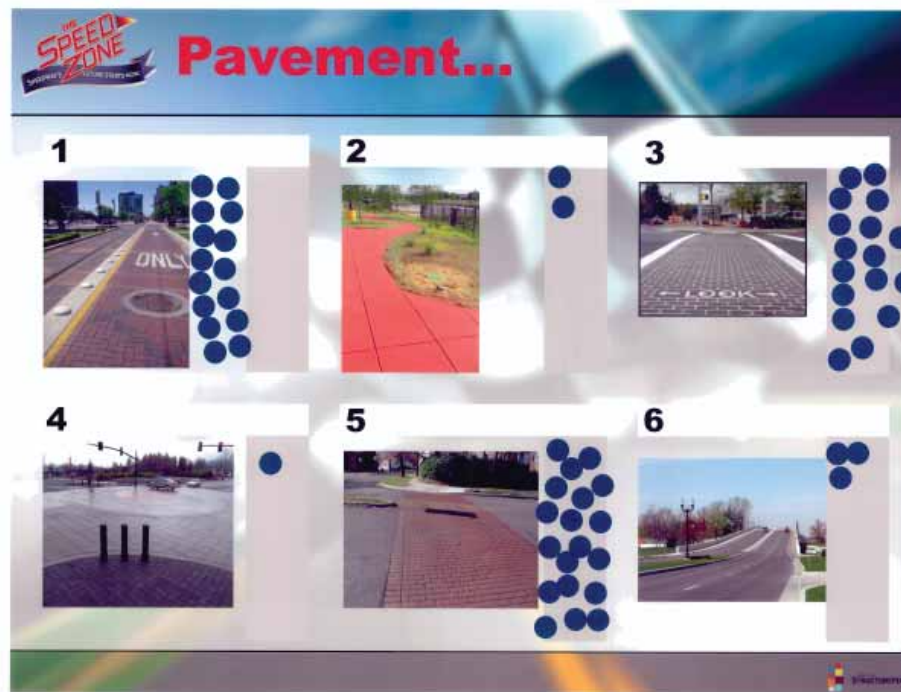
VISUAL PREFERENCE SURVEY

At two neighborhood workshops, residents were asked to rank different aesthetic elements of the master plan. These elements included architectural character, artwork, lighting, parking, pavement, planting strips, signage, and street trees. Particular focus was placed on Main Street aesthetic elements. In these workshops, residents were provided with images displaying six separate styles for each element. The participants were then asked to place color dots next to the images which best displayed what they would like to see in the Speed Zone Redevelopment Area. The results from this survey were used as guidelines for many of the character images and renderings which will be used in the final plan.
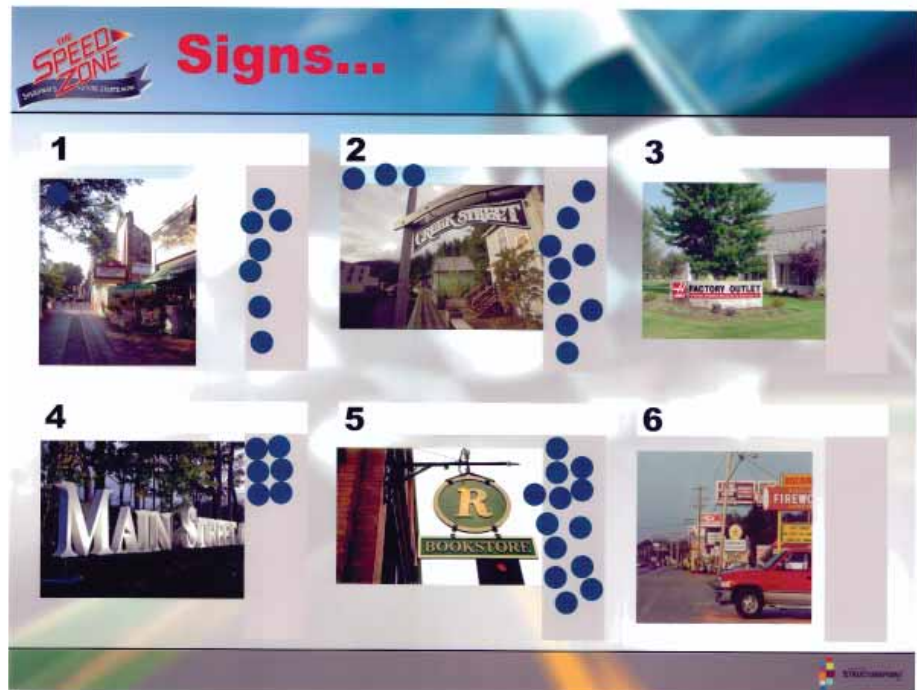
MARKET DEMOGRAPHICS

DEMOGRAPHICS

Demographics refers to selected population characteristics as used in government, marketing or opinion research, or the demographic profiles used in such research. Commonly-used demographics include race, age, income, mobility (in terms of travel time to work or number of vehicles available), educational attainment, home ownership, employment status, and even location. Distributions of values within a demographic variable, and across households, are both of interest, as well as trends over time. Demographics are primarily used in economic and marketing research. While the Speed Zone Redevelopment Area contains few residential parcels, a demographic inventory for the Town of Speedway and a comparison to Indianapolis are still necessary and informative.

Population

The population of Speedway has remained relatively constant over the years. According to the U.S. Census Bureau and Claritas, the population in 2000 was 12,881 and it is estimated to have decreased slightly in 2005 to 12,744. By 2010, it is anticipated that by 2010, the population will increase only slightly to 12,604, which also parallels the trend expected for Indianapolis.

Age Distribution

The age of the residents of Speedway is slightly older than Indianapolis. The median age for a Speedway resident is 37, compared to 33 for Indianapolis. There are two age bracket differences between Speedway and Indianapolis that impact the average age of Speedway residents. First, the 0-19 age bracket comprises 23 percent of the population in Speedway, compared to 28 percent in Indianapolis. Second, the age 60 and above age bracket makes up 21% of the population in Speedway as opposed to 14 percent in Indianapolis. The distribution of these two age groups suggests that in comparison to Indianapolis, Speedway contains a larger proportion of young families and elderly persons.

Education

Educational attainment is a statistic that many potential owners of industrial and office development utilize to understand the work force and aid in their locating decision. Many businesses look to draw its workforce from the existing population of the immediate area as well as surrounding areas. The high school graduation rate for Speedway is 88 percent, compared to 82 percent for Indianapolis. The percentage of persons with a college degree is 22 percent in Speedway, which is slightly lower than the 26 percent of Indianapolis. The educational attainment for Town of Speedway is comparable to that of Indianapolis, making the town attractive to economic development.

Households and Income

There are 6,151 households in Speedway and the average household size is 2.08 persons. This is 13 percent lower than Indianapolis' average household size of 2.39. This number is not surprising given the age distribution of residents

compared to Indianapolis; the larger proportion of elderly persons naturally suggests smaller household size.

The median household income for the Town of Speedway is $37,713 which is only 6 percent below that of Indianapolis' $40,051. Given the similar age distribution of persons of working age, it is not surprising that these to incomes are relatively close in comparison.

Housing

Compared to Indianapolis, the age of the housing stock shows that Speedway has not seen the recent residential development that Indianapolis has. The primary reason for this is the absense of undeveloped land for additional residential development.

At 53 percent, renter occupied housing makes up the majority of the housing options in Speedway as opposed only 41 percent in Indianapolis. This demonstrates that the current housing stock lacks options for potential residents to invest in the community through purchasing a home.

Nevertheless, the availability and variety of newer housing stock can provide many additional amenities which older homes and neighborhoods do not have. Attracting residential development with a variety of owner occupied housing types will help make Speedway an attractive alternative to Indianapolis for both residents and commercial developers.

Conclusion

Overall, the demographic profile for Speedway is comparable to Indianapolis, except in one main category, housing. Speedway has not seen the recent residential development as Indianapolis has. A redevelopment plan that includes a variety of residential options can create the foundation to support Speedway's ability to attract residents as well as new businesses and industries.
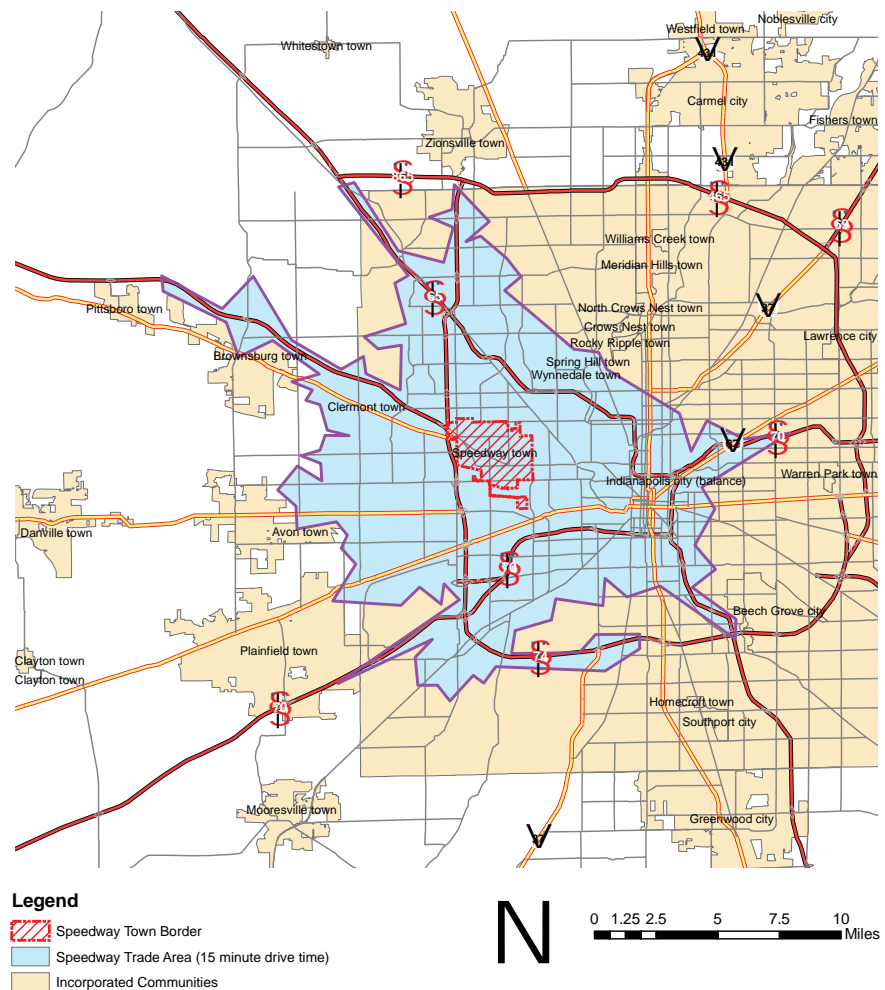
SPEED ZONE MASTER PLAN

TRADE AREA ANALYSIS

What is a trade area?

A trade area is a geographic area where a certain percentage of a store's customers live. The Speedway trade area is a 15-minute radius around the Speedway Town boundaries. The following demographics represent those that live within a 15-minute radius around the Speedway.

Why is the trade area important?

Defining a town's trade area is an important first step in developing a strong retail economy. It helps existing businesses identify ways to expand their markets, help local officials realize missing business opportunities and can help attract potential businesses to the area. Once the trade area is identified, a local market analysis can be performed using factors such as the number of customers, potential sales, pull factors, and other measures of retail strength.

Speedway Trade Area

Legend

- Speedway Town Border
- Speedway Trade Area (15 minute drive time)
- Incorporated Communities

N

0 1.25 2.5   5   7.5   10
Miles

Speed Zone Trade Area Demographics

Population

The current population of the trade area is 318,338 persons. This number has grown by 1 percent since 2000 and is expected to grow another 1 percent by the year 2010. This is slightly lower than the growth rate of the Indianapolis Metropolitan Statistical Area (MSA), which is expected to grow by 6.5 percent over the next five years.

The Speedway trade area has a relatively younger population with a median age of 33.6 compared to the Indianapolis MSA's population median age of 35.1. This age difference is expected to continue to have a younger population over the next several years.

There is a strong racial and ethnically diverse population within the Speedway trade area. 63.7 percent of the trade area population are White, 28.1 percent are African American, 4.1 percent are Asian and 6.5 percent are of Some Other race compared to Indianapolis MSA's population which consists of 80.4 percent White, 14.3 percent African American, 1.7 percent Asian and 3.5 percent are considered Some Other race. The current estimated Hispanic population in the Speedway trade area is 6.8 percent compared to the 3.5 percent current Hispanic population in the Indianapolis MSA.

Households

The number of households in the Speedway trade area is expected to increase by 1.6 percent by 2010 from 130,992 to 133,100. The average household income in this area is expected to increase 12.4 percent from $51,279 to $57,629 over the next five years. The Indianapolis MSA is expecting to have a 6.8 percent increase in the number of households and a 13.2 percent increase in the average household income from $67,965 to $76,911 over the next five years.

Employment

Just over 75 percent of the population of the Speedway trade area is currently above age 16. This is yielding an unemployment rate of 4.2 percent, which is higher than the Indianapolis MSA's unemployment rate of 2.9 percent. The majority of employed citizens in both the Indianapolis MSA and the Speedway trade area work in white collar occupations. However, the Speedway trade area has a higher percentage of service and farm workers and blue collar occupation type than the Indianapolis MSA.

Dwellings

The majority of the housing stock in the Speedway trade area is owner occupied (54.3%) and the largest majority was built in 1939 or earlier (20.8%). There is a larger majority of the Indianapolis MSA housing stock that is owner occupied (68.7%) than the Speedway trade area. The largest majority of the housing stock in the Indianapolis MSA is also newer than that of the Speedway trade area with 14.8 percent built between 1970 and 1979

SPEED ZONE MASTER PLAN

Customers throughout the market area have different incomes, family types, education and product demands.

Understanding these market segments helps businesses better decide which products to offer and how to better target their core customer.

MARKET SEGMENTATION

It is important to note that a large market, in this case the trade area, will not adequately represent a group of customers with homogenous tastes and product demands. Customers throughout the market area have different incomes, family types, education and product demands. To further understand the overall market, it is important to explore the various pieces of the market, or market segments. Market segmentation is a way to divide the market into smaller more homogeneous groups of customers who have similar lifestyles and consumer preferences. Understanding these market segments helps businesses better decide which products to offer and how to better target their core customer.

Market segmentation data was obtained for the trade area through Claritas' PRIZM NE. This system combines traditional geo-demographic clusters (which assume that most people within a neighborhood buy similar products, have similar interests and similar incomes) with a household level segmentation which focuses more on individual consumer lifestyles and hobbies. The segmentation divides individual households into 14 social groups based upon urbanicity (population density where the household is located) and affluence. The segments also divided amongst lifestage groups. These classifications are based on the age of each segment's residents and the presence of children, two powerful predictors of consumer behavior.

Speedway and Indianapolis MSA - Common Household Segments
Using Claritas PRIZM NE, the top five segments that households fall into for the Speedway Trade Area are listed and defined below:
   o Home Sweet Home
   o Multi-Culti Mosaic
   o New Beginnings
   o Suburban Pioneers
   o Young Influentials

Home Sweet Home -
Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

Multi-Culti Mosaic -
An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

New Beginnings -

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths-or starting over after recent divorces or company transfers. Ethnically diverse-with nearly half its residents Hispanic, Asian or African-American-New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Suburban Pioneers -

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents-a diverse mix of whites, Hispanics and African-Americans-is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Young Influentials -

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

The following table shows how the Speedway Trade Area and the Indianapolis MSA compare in terms of their segment make-up.

Speedway Trade Area		Indianapolis, IN MSA	
Households	%	Households	%
130,992		637,413	
44 New Beginnings	11.06%	44 New Beginnings	5.70%
52 Suburban Pioneers	7.41%	19 Home Sweet Home	3.57%
19 Home Sweet Home	6.42%	05 Country Squires	3.55%
54 Multi-Culti Mosaic	6.36%	22 Young Influentials	3.51%
22 Young Influentials	5.84%	18 Kids & Cul-de-Sacs	3.08%
36 Blue-Chip Blues	5.84%	52 Suburban Pioneers	3.07%
46 Old Glories	5.83%	30 Suburban Sprawl	3.04%
30 Suburban Sprawl	5.57%	32 New Homesteaders	3.03%
18 Kids & Cul-de-Sacs	4.33%	54 Multi-Culti Mosaic	3.00%
39 Domestic Duos	3.93%	36 Blue-Chip Blues	2.95%

While the largest segment for both areas is the New Beginnings cohort, the proportion is weighted much more heavily for the Speedway Trade Area. Speedway also has a large percentage of Suburban Pioneers compared to Indianapolis. Add to this the Young Influentials group and the concentration of professional young single adults and single parents makes up nearly 25 percent of the households in Speedway.

OPPORTUNITY GAP ANALYSIS - STORE TYPE

Source: Claritas, Inc., Urban Land Institute - Dollars & Cents of Shopping Centers, US Economic Census, US Census Bureau

NAICS Code	Store Type	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Average Sales per SQFT GLA	Average GLA per Est.	Additional SQFT Potential	Total Add. Est.
4412	Other Motor Vehicle Dealers	$53,535,735	$35,239,187	$18,296,548	159.81	6,000	114,489	19.08
44719	Other Gasoline Stations	$138,065,158	$71,140,993	$66,924,165				
44411	Home Centers	$135,774,150	$70,039,658	$65,734,492	251.91	69,642	260,950	3.75
44711	Gasoline Stations with Convenience Stores	$246,813,066	$184,782,254	$62,030,812	1353.98	2,600	45,814	17.62
45291	Warehouse Clubs and Super Stores	$109,103,461	$50,177,779	$58,925,682		105,545		
4529	Other General Merchandise Stores	$168,782,745	$118,041,568	$50,741,176		11,200		
4452	Specialty Food Stores	$59,741,622	$10,549,292	$49,192,330	624.31	3,140	78,795	25.09
4441	Building Material and Supply Dealers	$334,999,973	$310,150,616	$24,849,357	228.43	15,250	108,783	7.13
44413	Hardware Stores	$25,592,866	$5,098,028	$20,494,838	183.71	9,000	111,561	12.40
4421	Furniture Stores	$53,662,045	$36,087,954	$17,574,091	237.38	4,809	74,033	15.39
44812	Women's Clothing Stores	$39,699,999	$24,321,792	$15,378,207	310.00	3,500	49,607	14.17
44814	Family Clothing Stores	$61,640,180	$49,625,580	$12,014,600	303.08	6,000	39,641	6.61
44422	Nursery and Garden Centers	$31,888,216	$20,853,021	$11,035,195	251.91	1,548	43,807	28.30
4481	Clothing Stores	$136,655,072	$125,685,417	$10,969,655				
4422	Home Furnishing Stores	$42,372,845	$33,552,425	$8,820,420	282.09	7,000	31,268	4.47
4442	Lawn/Garden Equipment, Supplies Stores	$37,475,996	$29,368,543	$8,107,453	251.91	15,250	32,185	2.11
45322	Gift, Novelty and Souvenir Stores	$25,941,448	$19,196,714	$6,744,734	210.54	4,000	32,035	8.01
44831	Jewelry Stores	$24,098,165	$19,119,438	$4,978,727	633.48	1,200	7,859	6.55
4483	Jewelry, Luggage, Leather Goods Stores	$25,883,191	$20,964,444	$4,918,747				
45113	Sew/Needlework/Piece Goods Stores	$4,153,367	$433,017	$3,720,350	130.21	3,000	28,571	9.52
44613	Optical Goods Stores	$16,723,269	$13,409,777	$3,313,492	389.95	1,500	8,497	5.66
44512	Convenience Stores	$20,650,002	$17,831,969	$2,818,033	313.10	2,478	9,000	3.63
4533	Used Merchandise Stores	$10,907,812	$9,198,431	$1,709,380	110.28	2,300	15,501	6.74
44832	Luggage and Leather Goods Stores	$1,927,891	$1,846,005	$81,886	419.87	2,507	195	0.08
45114	Musical Instrument and Supplies Stores	$4,806,343	$4,798,727	$7,616	211.33	3,000	36	0.01

The third largest group in Speedway is Home Sweet Home, which is again more concentrated than the Indianapolis group. This group is comprised of more traditional, professional families with comfortable lifestyles and an appetite for material things.

The Multi-Culti Mosaic segment comprises 6.36 percent of Speedway households, compared to only 3 percent of the Indianapolis households. This is also a younger cohort characterized by Hispanic, Asian and African-American singles and families.

Based on the market segmentation figures, the Speedway Trade Area is significantly different than the Indianapolis MSA. The concentration of younger, professionals and traditional families lends itself to a different set of economic needs and demands that the proposed Redevelopment Plan for Speedway can surely meet.

OPPORTUNITY GAP ANALYSIS

An opportunity gap analysis is a comparison of consumer expenditures within the trade area with retail sales that are within the same trade area. Economic theory would suggest that in a perfect economy, consumer expenditures should equal retail sales. This would indicate that there is a perfect balance between supply and demand within the retail trade area and that consumers can find everything they need locally and do not have to buy from somewhere outside of that trade area. We know from practical experience that this is rarely the case. As people become more mobile and other methods of shopping such as internet shopping become more prominent, it becomes easier to purchase goods and services from somewhere else.

When a consumer spends some of their money outside of the trade area, this is called a leakage. Conversely, some retail trade areas capture shoppers from other trade areas. This could be from tourism, travel and/or because their trade areas overlap and consumers have a choice as to what retail district they would spend their money in. When consumers from outside the trade area shop within the trade area, this is called an injection. This is money from outside of the local economy coming into the local economy. This can be seen in the increasing potential for tourism expenditures which are anticipated from the development of the Speed Zone Master Plan. However, tourism markets are difficult to gauge since there is no standard location to measure how much is injected directly from tourism. Yet, still there is potential to capture these tourist expenditures through the development of tourist destination venues. From the standpoint of a gap analysis, this is called a surplus.

When consumer expenditures exceed retail sales, there is a leakage within the local economy meaning that this money is traveling outside of the trade area to retail establishments elsewhere. Most often for Speedway, this is money that is being spent in the Indianapolis area as its trade area overlaps with Speedway's and has a strong gravitational pull due to more shopping opportunities. These leakages can represent possibilities within Speedway to re-capture this lost

SPEED ZONE MASTER PLAN

market share by providing retail choices closer to the consumer. When retail sales exceed consumer expenditures, there is a surplus within the local economy. This indicates that consumers from outside of the trade area are spending their money within the trade area. This is an indication of strong competitive retail establishments within the trade area, although it may also indicate that the market is currently saturated and future local retail growth may be limited.

CONSUMER PREFERENCE SURVEY

The intent of the Consumer Preference Survey is to better understand the consumer behaviors and preferences of households within the Speedway area. This is done so that Speedway businesses can better serve the local market and increase their share of market capture as well as to identify potential non-

Consumer Preference Survey Response by Zip Code

Legend

trade area zip codes

Return Rate by Zip Code

- 0% - 4%
- 4.1% - 8%
- 8.1% - 12%
- 12.1% - 15.9%
- 16% - 19.9%
- County Border

NORTH

0   1.25 2.5   5   7.5   10
Miles

business barriers that may create a negative perception of the Speedway area in the minds of shoppers.

Over 4,500 surveys were sent out using a random sample of the approximately 131,000 households within a 15 minute drive time of Speedway, Indiana. Surveys were returned by February 1, 2007. 531 valid surveys were received with a response rate of 12 percent. The margin of error of the survey is +/- 4.4 percent.

Shopping Habits and Preferences

Trade area households typically spread their shopping trips throughout the week, although Saturday was the most popular shopping day with almost 97 percent of households indicating this to be a typical shopping day. Sunday was the next popular shopping day at 79.9 percent of households. When considering shopping times, most shopping tends to occur in the late afternoon and early evening with shopping trips falling off after 7:00 PM.

Location	Percent of households who visit twice a month or more (%)	Top reason for visiting location
Plainfield/Avon/Rockville Road	46.4	Selection, Location
Crawfordsville Road/Speedway	42.2	
Brownsburg	27.9	Location, Selection
38th/Lafayette Road/Lafayette Square Mall	20.4	Selection, Quality
Elsewhere in Speedway	17.3	
Traders Point/West 86th Street/Michigan Road	16.9	Selection, Location, Quality
Downtown Indianapolis	13.2	Quality, Selection
Main Street Speedway	8.1	
Castleton Area/Castleton Square Mall	5.9	Quality, Selection
Keystone at the Crossing	4.5	Selection, Quality
Greenwood/Greenwood Park Mall/US 31	3.3	Selection

The top shopping destinations for households within the trade area were Plainfield and Avon, with the Crawfordsville Road/Speedway corridor not far behind. Main Street Speedway ranked relatively low on the list with only 8.1 percent of households visiting it twice a month or more. Households identified quality, selection and location as the primary reasons households shopped outside of Speedway. Other factors such as price, hours and parking were less important.

How Speedway Compares to Other Shopping Opportunities

Households were asked to rate Speedway compared to these other shopping areas in a number of categories. Respondents rated these categories from -3 indicating that Speedway was weaker than where they frequently shop to +3, where Speedway was stronger than where they frequently shop.

Saturday was the most popular shopping day with almost 97 percent of households indicating this to be a typical shopping day.

Main Street Speedway ranked relatively low on the list with only 8.1 percent of households visiting it twice a month or more.

	Weaker	Comparative	Stronger
Convenience	10.1	44.2	36.4
Parking convenience	6.4	57.4	23.8
Prices and value	8.5	63.4	14.7
Customer service	12	57.8	14.9
Cleanliness	19.4	53.4	16.7
Attractiveness	25.2	51	13.7
Selection and variety	38.9	42.2	6.7

Households that did shop in Speedway found that geographical convenience, availability of parking, price, and selection were areas in which Speedway had a slight comparative advantage over other shopping areas. Unfortunately, households had a negative view of the cleanliness, attractiveness, and selection/variety in Speedway compared to other shopping areas that they frequented. These negatively perceived characteristics of Speedway are key components of successful retail areas and must be addressed in order to keep Speedway retailers competitive now and in the future.

Speedway Comparison to Other Shopping Opportunities

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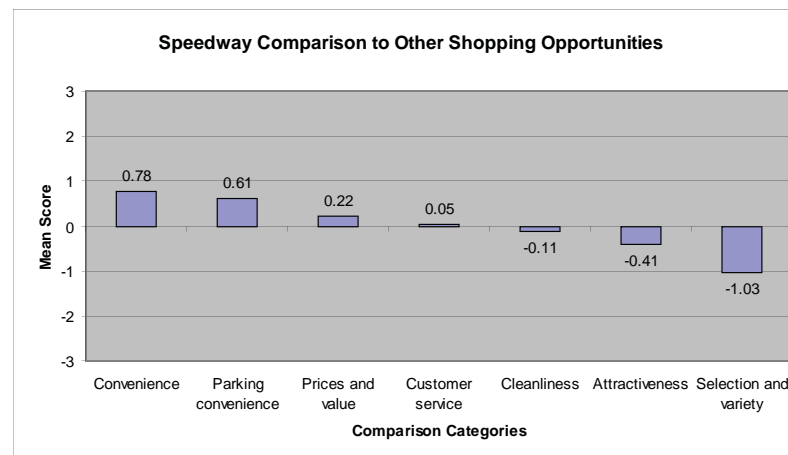
When further examining shopping habits, 42.3 percent of households try to buy local when they shop. There was a discrepancy between the ratings on cleanliness and attractiveness and agreement on whether households liked the look and feel of Speedway. Over 61 percent of households agreed with this statement. Furthermore over 38 percent of households felt that Speedway businesses sold the products and services they wanted while only 12.4 percent disagreed. Overall, when asked whether there were a lot of products and services in Speedway, over 34 percent agreed, while 28.6 percent disagreed. When asked whether they would recommend shopping in Speedway, respondents were split; only 25.2 percent of households would agree with this statement while 28.4 percent would disagree. Finally, there was again a discrepancy between parking comparisons with other places frequently shopped and agreement on the statement of whether or not there is convenient parking within Speedway. Overall, only 20.8 percent would agree with this statement, while 28.6 percent would disagree. In other studies of parking in retail areas, most

people tend to find parking a problem if they do not perceive they can park in a space immediately adjacent to their shopping destination. Although there was a negative reaction to this statement, when compared with competing retail areas Speedway rates better on convenient parking.

Statements on Shopping Habits

Statement	Mean Score
I like the look and feel of Speedway	0.8
Speedway businesses are open when I want to shop	0.54
I always try to buy products and services locally	0.4
Speedway businesses sell the products/services	0.35
I like to bring out of town guests to Speedway	0.33
I feel safe in Speedway, even at night	0.24
Speedway salespeople are friendly and helpful	0.16
There are a lot of products and services in Speedway	0.06
I recommend shopping in Speedway	-0.08
There is plenty of convenient parking in Speedway	-0.25

Dining

When asked about dining preferences, most households eat out for breakfast once a month (20.8 percent) or once every few months (29.5 percent). Only a little over 12 percent of households ate out more than twice a week for breakfast. There was a definite shift in the frequency of dining out for lunch. Over 37 percent of households ate out for lunch at least twice a week and 10 percent dined out at least five times a week. At dinner, approximately 33 percent ate out at least once a week while 36.0 percent ate out more than two times a week. When examining meal cost, there was an indirect relationship between meal cost and the frequency that households dined out. In other words, as the cost of the meal increased, the number of times a person dined out decreased. Meal prices of less than $7 were more in demand for those that ate out more than once a week, while meal prices of $7 to $15 were more likely for those that are out once a week to once a month. Over 47 percent of households never ate at meal prices exceeding $25 per person while approximately the same amount of households did eat at that price level once a month or once every few months. In conclusion, these habits identify a demand for more affordable dining opportunities within the Speedway trade area.

When asked whether they would recommend shopping in Speedway, respondents were split; only 25.2 percent of households would agree with this statement while 28.4 percent would disagree.

There is an evident demand for more affordable dining opportunities within the Speedway trade area.

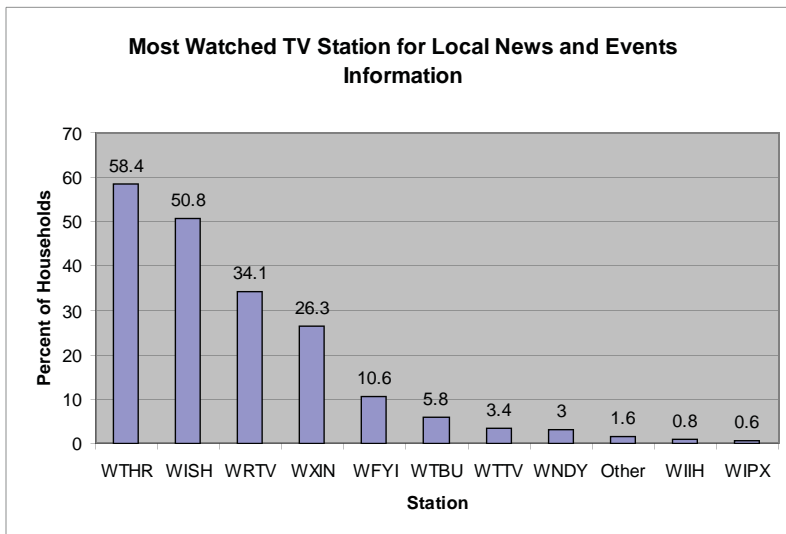**Frequency of Dining out**
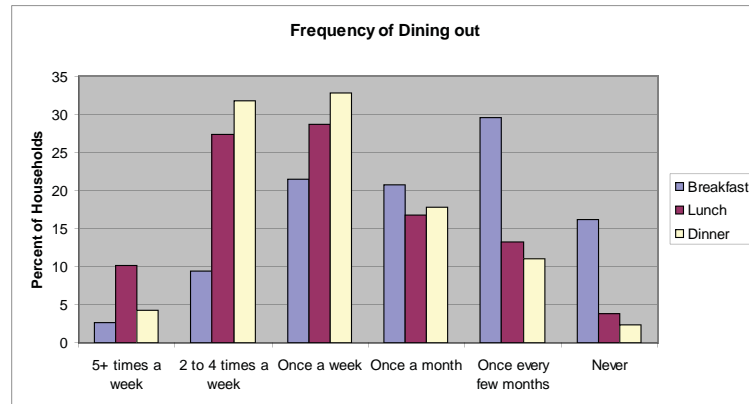
Marketing Opportunity

There are many opportunities to reach households in the market area with advertisement of goods and services within Speedway. Over 55 percent of households within the trade area have attended the Indianapolis 500, 49 percent have attended the Brickyard 400, and 43.5 percent have attended the St. Christopher's Midsummer Festival. Other highly attended events included the U.S. Grand Prix (25.2 percent) and the 500 Festival Mini-Marathon (19.9 percent). It is important to note that other than the Midsummer Festival, IMS related events dominate Speedway attractions.

Trade Area Household Attendance at Speedway Events
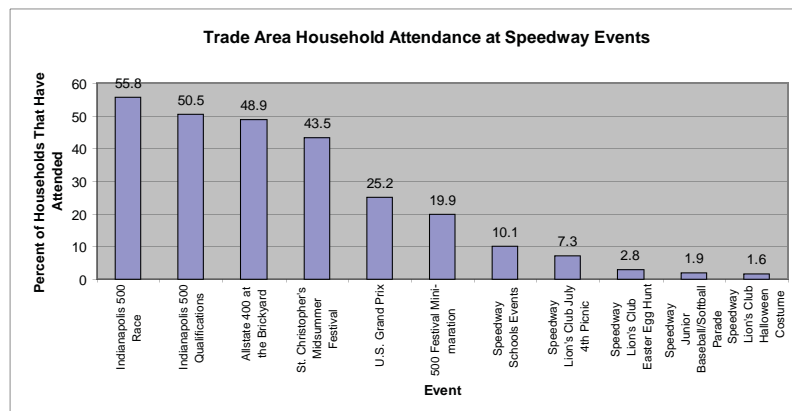
When examining what type of media households in the trade area use to obtain news and advertising, print media was still the most popular (62 percent of households). Television ranked a close second with 42.8 percent of households considering it a top source. Word of mouth was third at 22.2 percent of households and radio was considered a top media source by 20.2 percent of households.

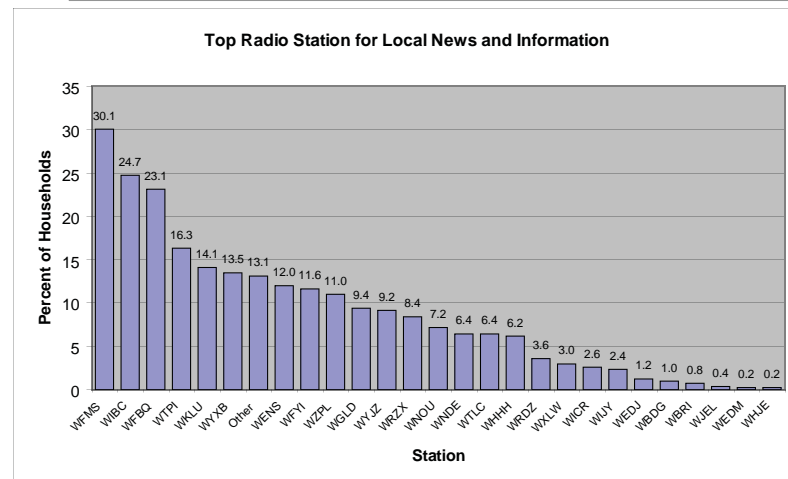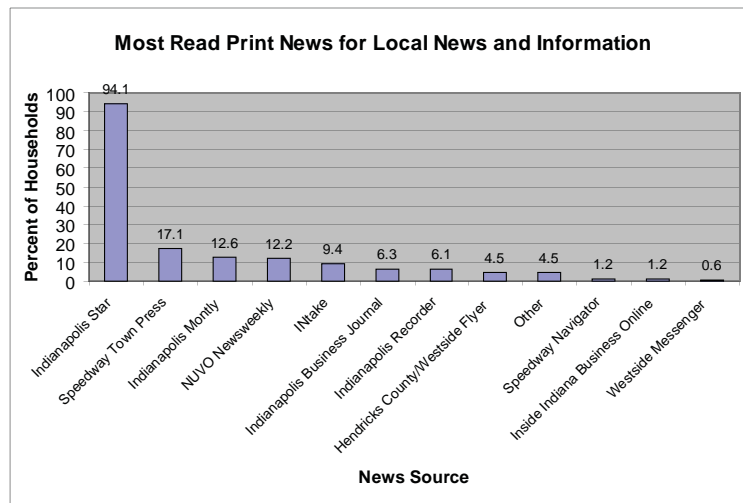**Top Media Source for Local News and Information**
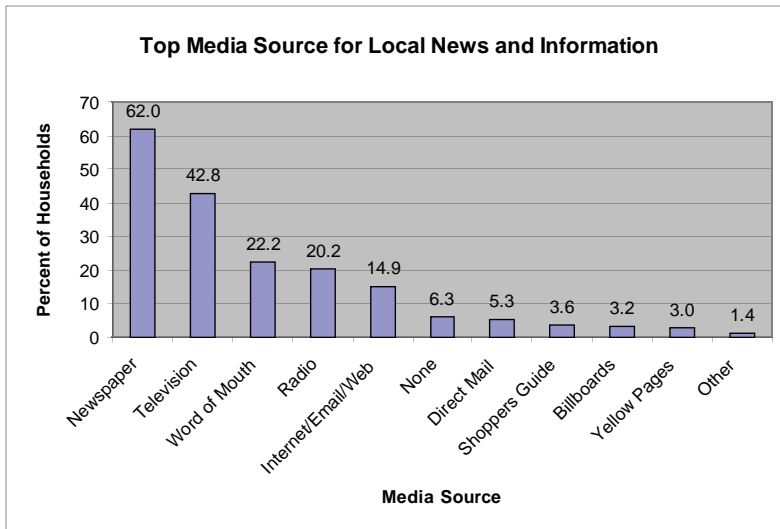
As indicated by 94.1 percent of households, the Indianapolis Star was considered the top local print media for news. The Speedway Town Press had the second highest readership with 17.1 percent of households. Of the available local television stations, WTHR, the NBC affiliate, was the top station to watch by 58.4 percent of households and 50.8 percent of households watch WISH-TV. The top radio stations included WFMS (30.1 percent), WIBC (24.7 percent), and WFBQ (23.1 percent).

Most Watched TV Station for Local News and Events Information

Most Read Print News for Local News and Information

Top Radio Station for Local News and Information

Main Street Housing Demand

More than 64 percent of households in the trade area work within a 10–15 minute drive of Speedway. Only 18.7 percent of households work more than 20 minutes from Speedway. This can be a great asset in terms of location advantages for housing.

Distance from Speedway to Work
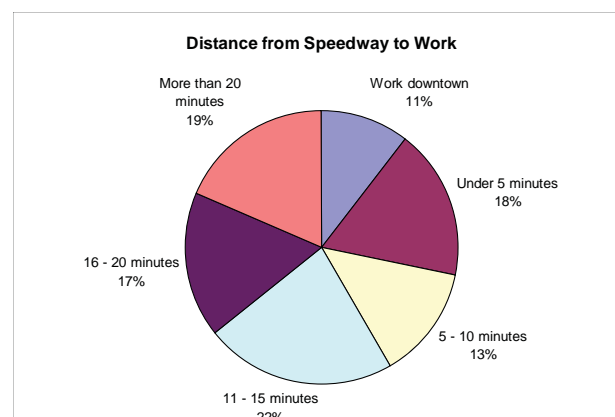
21.2 percent of households indicated that they currently live or have lived in a downtown community. Approximately 25 percent of respondents (33,000 households) indicated that under the right circumstances, they would be interested in living within the Speed Zone. Of these, approximately 70 percent want single-family homes, 10.4 percent prefer low maintenance cluster homes, and 15.5 percent would prefer multi-family housing, condos or town homes. This latter figure represents a potential interest from over 5,000 households for multi-use living along Main Street.

There's a potential interest from over 5,000 households for multi-use living along Main Street.

Type of Housing Preferred near the Speed Zone
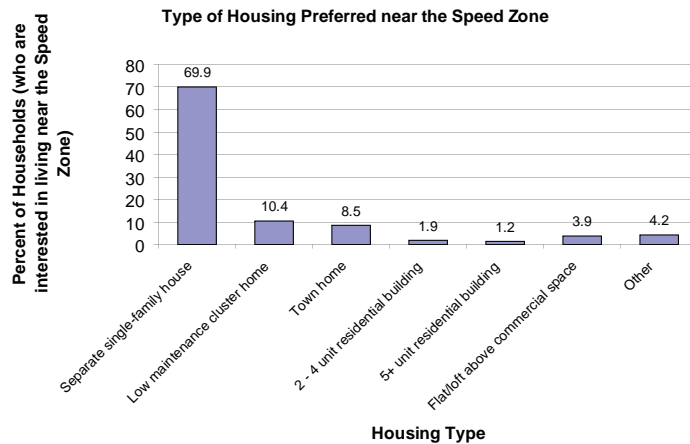
When asked what type of housing arrangement that is preferred for those interested in living near the Speed Zone, almost 70 percent desired private ownership, 14.8 percent preferred condominium, 12.5 percent would prefer rental and 3.4 percent indicated a preference for assisted living.
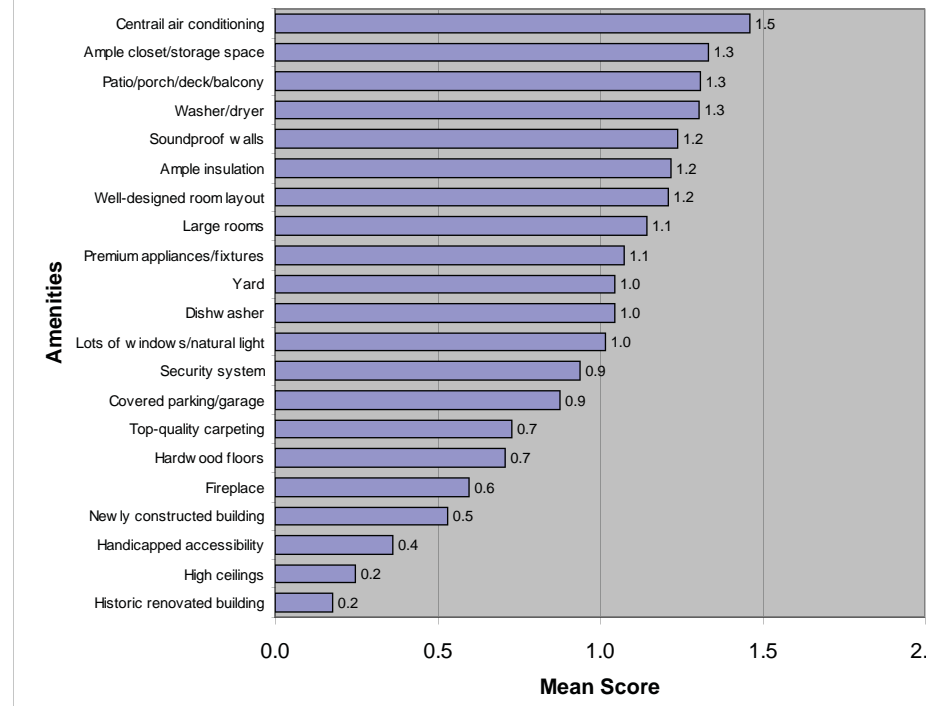

Preferred Size of Housing Unit
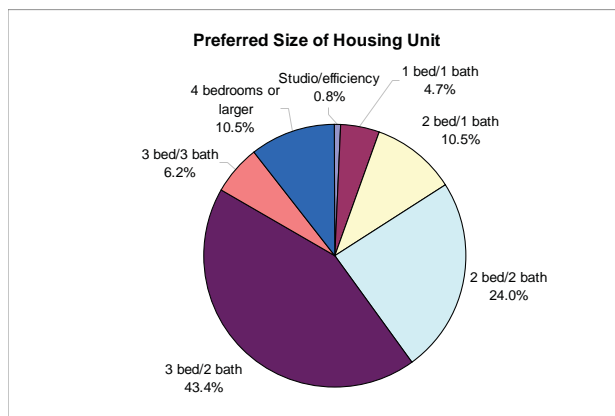
When asked for more specific information on the types of housing units desired, over 43 percent preferred 3 bedroom/2 baths units. Approximately 40 percent preferred a smaller dwelling unit and only 16.7 percent preferred a larger dwelling unit.
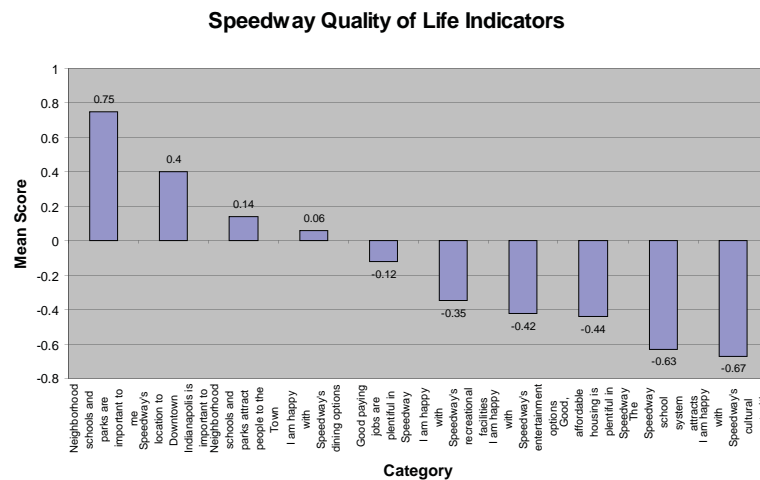
Amenities Worth Paying Higher Mortgage or Rent

Amenities	Mean Score
Centrail air conditioning	1.5
Ample closet/storage space	1.3
Patio/porch/deck/balcony	1.3
Washer/dryer	1.3
Soundproof walls	1.2
Ample insulation	1.2
Well-designed room layout	1.2
Large rooms	1.1
Premium appliances/fixtures	1.1
Yard	1.0
Dishwasher	1.0
Lots of windows/natural light	1.0
Security system	0.9
Covered parking/garage	0.9
Top-quality carpeting	0.7
Hardwood floors	0.7
Fireplace	0.6
Newly constructed building	0.5
Handicapped accessibility	0.4
High ceilings	0.2
Historic renovated building	0.2

Mean Score

Quality of Life

Households within the Speedway trade area are divided when rating Speedway's quality of life. Neighborhood parks and schools were considered an important asset within the community as well as the Town's proximity to Downtown Indianapolis. Although still satisfied, a lesser number of households were satisfied with the availability of dining opportunities. Even though neighborhood parks and schools were important, dissatisfaction with the current recreational facilities within the community was expressed. Furthermore, while many individuals in the public meetings rated Speedway's schools as an asset, 37.7 percent of households disagreed that Speedway's schools attract people to the community while only 7.9 percent agreed with the statement. Respondents also expressed dissatisfaction with the availability of entertainment and cultural opportunities. Over 46 percent of households were not happy with Speedway's available cultural opportunities while only 10.5 percent were satisfied. Furthermore, only 12.7 percent of households were happy with the availability and options of Speedway's entertainment options.

Households within the Speedway trade area are divided when rating Speedway's quality of life.

Speedway Quality of Life Indicators

When asked what assets within the community should be further developed, 55 percent of households desired more restaurants and 50.7 percent wanted to see more retail opportunities. Over 37 percent of households wanted to see more bicycle and walking trails and 36.1 percent wanted a specific focus on further development of Main Street.

Restaurants	55.1
Retail opportunities	50.7
Bicycle and walking trails	37.1
Main Street	36.1
Expanded park system	22.1
Redevelop existing homes	16.7
Senior housing	16.1
Single-family housing	11.8
Town homes/condos	8.5
More commercial/industry	7.6
Other	3.5

Demographics

The survey response was representative of a 15-minute drive time from Speedway with zip codes 46112, 46214, 46222, 46234, 46241, 46254, and 46224 receiving a fairly even distribution of responses. Only zip codes 46240, 46202, and 46278 had lower response rates. Approximately 62 percent of survey respondents were female with a median age of 45–54 years of age. 55.2 percent of the respondents had a married partner and 8.4 percent had an unmarried partner. The median education was some college/no degree. The median rent or mortgage payment was $600-749 a month, and the median annual household income was $55,000 - $64,000.

ECONOMIC IMPACT ANALYSIS

The analysis shows the potential benefit that both public and private construction spending would have on the local economy in terms of job creation and total economic output.

ECONOMIC IMPACT ANALYSIS

WHAT IS AN ECONOMIC IMPACT ANALYSIS?

An economic impact analysis traces spending through an economy and measures the cumulative effects of that spending in terms of how long money churns within the economy before being lost to leakages. The longer the money stays in the local economy, the higher the impact and the more times the money changes hands and generates wealth. The local economy can be defined many different ways, although in this case it is defined as the Indianapolis Metropolitan Area.

WHAT WILL AN ECONOMIC IMPACT ANALYSIS SHOW?

One way of measuring economic impact is to forecast the number of jobs created or lost by an event, in this case the public and private construction resulting from redevelopment of the Speed Zone. But many decision-makers, government leaders, and voters also want a prediction of the impact of an event on personal income, business production, sales, profits and tax collections. An economic impact analysis can show impacts in each of as many as 500 separate sectors of the local economy. Here you can see a very general summary of the economic impacts of construction on the Indianapolis MSA's economy.

WHY WOULD WE UNDERTAKE AN ECONOMIC IMPACT ANALYSIS?

The vitality of the economic environment is shaped by the events that take place there, just as air quality in the physical environment is influenced by emissions of cars and factories. Events influencing a region's health can include: government projects, new businesses, expansions, military base conversions, plant closings, downsizing, demographic changes, policy changes, new laws, and the list is endless. This analysis shows the potential benefit that both public and private construction spending would have on the local economy in terms of job creation and total economic output. Furthermore, as individual tenants are identified and building actually occurs, the economic impact of new and continued spending of new businesses and jobs can be predicted through this same process.

For every one dollar of private investment within the Speed Zone generates a total of $1.63 in total economic output.

The overall economic impact generated from private construction within the Speed Zone is over $704.1 million dollars. This means that for every 1 dollar of private investment within the Speed Zone generates a total of $1.63 in total economic output. The total employment that will be produced in industries directly related to construction will be an equivalent of 4,696 jobs over the build-out period. Total economic generation within the local economy means a total of 7,194 jobs will be created. For every ten jobs that are directly created in construction in the Speed Zone will create a total of 15 total jobs within the Indianapolis MSA. Furthermore, based upon this economic generation, over $89.4 million will be paid in taxes to local, state, and federal government with over $27.5 paid at the state and local level. This is just shy of estimated public infrastructure costs of $34.5 million that will serve as a stimulus for this private investment.

Government spending is also an important stimulus in the economy. Not only will the public infrastructure spending be responsible for being the economic stimulus for private investment within the Speed Zone, but it will also have a significant economic impact on the local economy. The initial infrastructure investments of just over $34.5 million will result in a total economic output of $56 million in the local economy. This means for every one dollar of public money spent, a total of $1.62 will be generated in economy activity. This will result in a total of 502 jobs being created within the Indianapolis MSA local economy from direct public investment in the Speed Zone.

Over $89.4 million will be paid in taxes to local, state and federal government with over $27.5 paid at the state, and local level

APPENDICIES

SITE ANALYSIS

TRANSPORTATION STUDIES

Public and Private Conceptual Investment
COST ESTIMATES

MAPS

ECONOMIC IMPACT ANALYSIS

ZONING & DESIGN STANDARDS

PUBLIC PARTICIPATION DATA